JUNE 15, 1959 THIRTY-FIVE CENTS

28 YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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did you know that

. . . 17,000,000 new Radio sets were purchased in 1958? Averaged on a round-the-clock, round-the-calendar basis, that's a set every two seconds! Just one more reason why **Spot Radio is a powerful sales-maker!**

KOB	Albuquerque	WINZ	Miami	KCRA	Sacramento
WSB	Atlanta	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis–St. Paul	KFMB	San Diego
WFAA	Dallas–Ft. Worth	WTAR	Norfolk	KOBY	San Francisco
KOSI	Denver	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	WNDU	South Bend
WANE	Fort Wayne	KPOJ	Portland	KREM	Spokane
KPRC	Houston	WJAR	Providence	WGTO	Tampa-Orlando
WISH	Indianapolis	WRNL	Richmond	KVOO	Tulsa
KARK	Little Rock				

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

COMING AT YOU—**THE CALIFORNIANS,** FIRST-RUN-OFF-THE-NETWORK!

VICTORY PROGRAM SALES presents the first major Western series available to all markets for this Fall—THE CALIFORNIANS. First-run-off-the-network, where it ran for two years, THE CALIFORNIANS is pure Western action. It's the slam-bang saga of Vigilante-Gold Rush days, and the trigger-witted gambler who brought law and order to San Francisco.

Here are 69 high-budget, top-quality adventures with powerful daytime and early evening audience appeal. THE CALIFORNIANS' network sponsorship history—Singer Sewing Machines, Lipton Tea, Colgate-Palmolive—has already marked it as a real "lady killer." And because of its late-evening slot on the network, the series will hit like a buffalo stampede with the important youth audience, which has never seen it.

No one has to tell *you* of the growing Western popularity among nighttime network viewers. As a result, the source of fresh, first-run-off-the-network *comedy* material for local daytime stripping has virtually disappeared. And now the networks are turning to first-run material for their own daytime strip reruns, limiting the supply even further. Where do you go from here? Western, young man!

Serve THE CALIFORNIANS at lunchtime, next to afternoon feature films, as a pre-evening lineup audience builder. Run it weekly, across-the-board, or stripped with CNP's other Western variations: FRONTIER; HOPALONG CASSIDY; STEVE DONOVAN, WESTERN MARSHAL; BOOTS AND SADDLES—THE STORY OF THE FIFTH CAVALRY, and UNION PACIFIC. Go CALIFORNIANS anywhere from high noon to sunset, and whip the *daylights* out of your competition!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS INC.

663 Fifth Avenue, New York, N.Y. • 3000 W. Alameda Ave., Burbank, Cal.

WCBM

the PREFERRED Radio Station in Baltimore

Announces

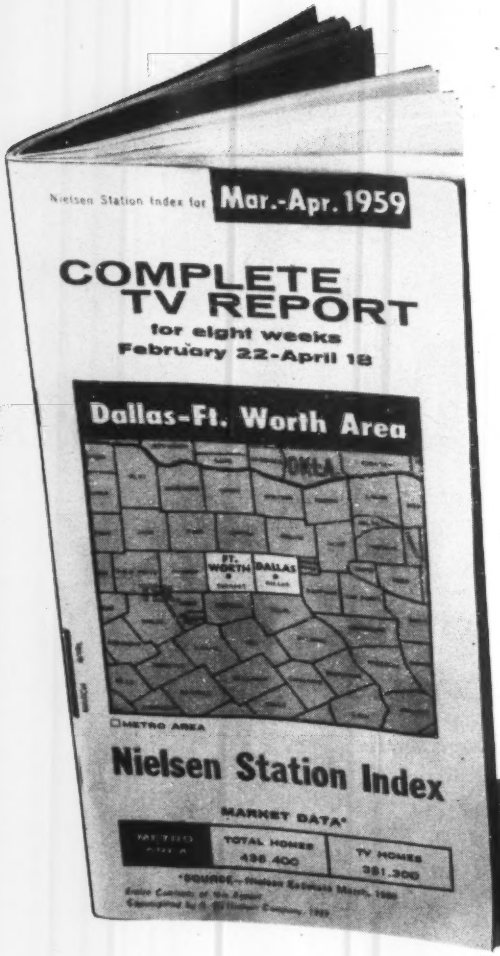
the appointment of

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

EFFECTIVE JUNE 1, 1959

A CBS Radio Affiliate • 10,000 watts at 680 KC • Baltimore 13, Maryland



The Latest Nielsen

PROVES CONCLUSIVELY THE SUPERIORITY of KRLD-TV

in the Great Dallas-Fort Worth Market

COMPARATIVE CIRCULATION; STATION TOTALS

Monday through Friday . . . 6 a.m. to 6 p.m.
Sunday through Saturday . . . 6 p.m. to Midnight

KRLD-TV has **136.0%** more than Station D
KRLD-TV has **41.2%** more than Station C
KRLD-TV has **23.8%** more than Station B

If you buy any other station in the Dallas-Fort Worth Market,
WE BOTH LOSE MONEY

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

CLOSED CIRCUIT®

Fight against Sec. 315 • Watch for build-up this week of massive broadcaster support for repeal of Sec. 315, political broadcasting law. Keynote for repeal will be sounded June 18, at opening day of Senate Commerce Committee hearings, by Frank Stanton, CBS president. At least 20 other broadcasters, scattered throughout nation, late last week were planning to support that position in personal testimony some time during hearings. These are in addition to broadcasting leaders like Robert Sarnoff, of NBC, and Donald McGannon, of Westinghouse, who earlier had been scheduled as witnesses (story page 65).

Build-up was proceeding despite attempts by some elements in broadcasting to scuttle campaign for repeal of Sec. 315. At NAB Freedom of Information Committee meeting June 11 some members frankly stated they liked Sec. 315 in present form because it relieved them of strain of making editorial judgments. Others with special interests, notably John Daly, ABC news vice president and commentator, argued for acceptance of minor revision of law to exclude news broadcasts from equal time provisions. Committee adopted compromise resolution retreating from previously adopted NAB stand for repeal (story page 46). Final NAB policy will be threshed out at NAB board meetings this week in Washington. Harold Fellows, NAB president, will present that policy to Senate committee next week.

Same tape for all • Every radio station must meet over-all programming balance test no matter how many other stations in same community may be providing how large a variety of services. This is deduced from FCC's action last week ordering its staff to develop case-by-case report on seven Atlanta radio stations which have been operating for more than year without license renewals. FCC voted 4-2 on this course after considering suggestion for general hearing in Atlanta which would have appraised community needs as a whole and total program balance of all stations (CLOSED CIRCUITS, June 8, 1). Comrs. Bartley, Lee and Ford favored general hearing, but Comr. Ford missed meeting last week.

Help wanted • CBS Television Network is still looking for high-level public relations expert to direct its own public relations effort. Appointment expected shortly by Tv Network President Louis G. Cowan. CBS offered to contribute its "image" study to all-tv information project proposed by Petersmeyer Committee (BROADCASTING, May 4) and which now is in hands of five-man McCollough Committee for implementation. Latter committee will submit its findings to NAB Board at meeting here June 17.

So many minutes • Thinking at one major advertising agency as expressed by associate media director: Tv spot advertisers may now have to face "practical facts" that pell-mell trend toward use of one-minute announcements could squeeze some spot users out of network program adjacencies. He foresees some "cross currents" with advertisers reversing spot activity away from 60s and back to more extensive use of IDs or 20s in attempt to obtain desirable positions.

Tax troubles • Internal Revenue regional ruling on amortization of feature films used on tv (BROADCASTING exclusive, May 18; EDITORIAL, May 25) has goaded motion picture producers, along with tv interests, into all-front action. Alliance of Motion Picture Producers, Hollywood, already has scheduled subject for special consideration on premise that ruling could break producers. Motion Picture Assn. (Eric Johnston, president) has put its tax attorneys to work. Ruling, given in case involving Pacific Northwest station, specifies that film costs must be amortized over life of contract and frequency of showings rather that ascribing 60% to first run of each film.

Because IRS San Francisco ruling collides head-on with antitrust decision that movie films must be leased individually (film-by-film rather than as package) both motion picture and tv users are hopeful that IRS will reconsider regional action. Eventually there may be test case.

Petry string • Edward Petry & Co., shortly will take over exclusive national representation of WROC-TV Rochester, WGR-AM-TV Buffalo and WSVA-AM-TV Harrisonburg, Va., stations in Transcontinent group which recently merged with Wrather-Petry owned Marietta station group.

Threat or promise • Sports-minded Gillette, anxious to line up station clearances for next fall's Friday night *Cavalcade of Sports* on NBC-TV, would like to make package of its major sports offerings. Station orders for such stellar offerings as July 7 all-star baseball game and end-of-season World Series are going only to stations which clear Friday night series. Some stations are murmuring "strong-arm tactics"; Gillette, NBC-TV see it as tempting deal.

Cleanliness is next to . . . • NAB wants to be above reproach this week in case it decides to pull any more code seals from subscriber stations carrying Preparation H business. Internal housecleaning said to involve one television board member who dropped controversial hemorrhoid remedy account fortnight ago and member of code board who had considered product acceptable prior to membership on self-disciplinary body.

Three-minute pitch • Manufacturer of big-ticket hard goods item, eyeing radio as sales medium, is feeling out sentiment for acceptance of three-minute spots. His idea is to create "radio gatefolds," adapting magazine technique of extra length ads to aural medium.

Clear channel job • Choice of Washington-headquartered executive director of Clear Channel Broadcasting Service expected at meeting of CCBS executive committee to be called within fortnight by Chairman E. W. Craig, WSM Nashville. Committee will meet in Nashville and will consider six applicants. New director will succeed Hollis Seavey who resigned in April to acquire ownership of WCUM Cumberland, Md. Besides Mr. Craig, other members of executive committee are Ward L. Quaal, WGN Chicago; James D. Shouse, WLW Cincinnati; Harold Hough, WBAP Fort Worth, and Victor Sholis, WHAS Louisville.

Big daddy • First breakthrough is reported in NBC-TV's unsold three hour-long programs which have been slotted at 7:30 in fall schedule's Tuesday *(Laramie)* and Saturday *(Bonanza)* slots and at 7 on Sunday *(Riverboat)*. Advertiser is RCA, which has purchased six full *Bonanza* shows during first 13-week run of program. These three programs are those being offered by NBC-TV on rotating sponsorship (BROADCASTING, June 8), basis on which RCA did not buy.

...and don't try to sell Toledo with outside-market stations

You'll never make it to the green. Why handicap your sales score by trying to reach Toledo with outside-market stations. Get to the green fast with WSPD-TV's dominance *in* Toledo. The best in ABC and NBC shows plus quality local programming guarantees you the most for your advertising dollar. *Play it smart. Shoot for par!*

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Represented by the Katz Agency

Storer Television

STORER BROADCASTING COMPANY

WSPD-TV Toledo | WAGA-TV Atlanta | WJW-TV Cleveland | WJBK-TV Detroit | WITI-TV Milwaukee

WEEK IN BRIEF

MR. BASTABLE

Let's cut tv production costs • The cost of commercials has risen to the point where something needs to be done about it, according to William Bastable, audio-visual services manager for major radio-tv advertiser, Swift & Co., Chicago. And in this week's MONDAY MEMO he discusses some of the things that can be considered to help prune excessive expenses. Page **19.**

Television climb in '59 • Though no runaway, the tv revenue team of spot, network and local is dashing toward a record year. Spot is lengths ahead. Additional take of $138 million in national advertising is estimated. Page **27.**

Spot tv quarterly report • For January-March this year an estimated billing of $156.4 millions. TvB finds quarter to be at least 25.7% ahead of last year's period. With network billing added, total for first quarter comes to $312.8 millions. Page **27.**

AFA shapes its image • Threaded throughout sessions of Advertising Federation of America's convention in Minneapolis last week were suggestions for sowing a more favorable public acceptance of advertising's role in the nation's economy. New AFA headquarters in Washington may prove biggest step. Page **32.**

Public relations problems • NAB directors, meeting this week, to consider major project designed to develop public appreciation of tv. Reorganization of headquarters public relations staff also to be discussed, along with effect of tv code developments on association and its self-disciplinary operation. Page **46.**

Atop the FCC • Super commission is urged on Congress by heavyweight trio of FCC Chairman Doerfer, EIA President D. R. Hull and Federal Aviation Agency Administrator E. R. Quesada. Recommendations made at two-day House hearings on what's wrong with radio spectrum and how to right it. Broadcasters call for Congressional study of who uses what and where—especially in government. Page **60.**

Political pleas • Broadcasters begin drive for relief from Sec. 315 before Senate subcommittee Thursday, with hearings to run at least five days. Witness list topped by FCC, Justice Dept., network executives and broadcasters. Page **65.**

Commission probe • Administrative process problems of FCC will be discussed tomorrow (Tuesday) before House Legislative Oversight Subcommittee by 13-man panel, including FCC Chairman John C. Doerfer, attorneys and broadcasters. Page **71.**

NARBA ratification urged • Comr. Rosel Hyde calls on broadcasters to back Senate ratification of long-pending North American Regional Broadcast Agreement and U.S.-Mexico treaty on am broadcasting. Foresees dire effects if ratification delayed any longer. Page **72.**

DEPARTMENTS

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91.9%

OF COLUMBIA HOUSEWIVES KNOW WIS BEST*

AND THEY GIVE WIS PERSONALITIES 4 OUT OF TOP 5 PLACES IN "BELIEVABILITY" CATEGORY

Recent qualitative survey made by the University of South Carolina's Marketing Division showed this remarkable superiority.

Get the whole survey showing results in 14 categories from your PGW Colonel.

*91.9% of the housewives interviewed named WIS FIRST when asked to give call letters of Columbia Stations they could recall.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

FOR THE SEVENTH CONSECUTIVE YEAR—

REGIONAL RADIO WOW

IS SELLING TO

★ MORE LISTENERS

than the Next TWO Omaha Stations Combined!

★ MORE LISTENERS

than the COMBINED Audiences of 67 other Stations in the Fabulously RICH

103 County WOW Service Area!

Ask your John Blair man to show you
Twelve New Radio WOW Audience Studies

★ 6 am to 6 pm Monday through Friday
Pulse of WOW Area—Jan. Feb. 1959

REGIONAL RADIO WOW Omaha

CBS AFFILIATE IN OMAHA AND 103 COUNTIES

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

A MEREDITH STATION — affiliated with Better Homes and Gardens and Successful Farming Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 27

Free access issue grows in tax study

West Virginia broadcasters and newspapers have protested action of governor's special Tax Study Commission in voting to exclude media from early tax study meetings. Decision to exclude news media was reached at June 9 commission organization session.

Fifteen-man commission includes C. Leslie Golliday, WEPM Martinsburg, W. Va., president of West Virginia Broadcasters Assn. which has been active in fight to gain equal access with press in coverage of public proceedings. It was Mr. Golliday who introduced motion at commission meeting calling for closed sessions in early stages of two-year study. Motion was adopted by voice vote, with 13 members voting.

Apprised that matter had been discussed at June 11 Washington meeting of NAB Freedom of Information Committee, (story page 46), Mr. Golliday said, "I consider it reasonable that commission members be given a chance to become familiar with the tax structure of West Virginia and other states at closed meetings. Later the commission may decide to hold hearings. If hearings are held I will be most happy to present a motion that they be open to broadcasters and other media."

Mr. Golliday said he was ardent believer in freedom of speech and equal broadcast access to public events. But in this case, he said, committee proceedings have not reached stage where coverage is feasible. Committee's next meeting will be held June 29. Its members are appointive, he added, and are not state employes. They cannot reach binding decisions but will merely make a study and report to legislature.

Charleston Gazette commented commission's closed-door policy "violates spirit and letter of democratic concepts."

Access in Baltimore

After long fight for access, Baltimore tv stations were permitted to cover Friday (June 12) windup of investigation into activities of Baltimore police commissioner. Stations had been denied right to cover earlier hearings when evidence was presented. E.K. Jett, general manager of WMAR-TV Baltimore, said this was first time Maryland outlets had been permitted to cover judicial-type proceedings and termed it step forward in industry fight for equal access.

Hearings were held in Maryland capital of Annapolis with Gov. J. Millard Tawes presiding. WMAR-TV filmed proceedings and repeated one hour broadcast same afternoon while WJZ-TV taped session and aired two hour program later in day. Live coverage was not permitted. In pleading for admission, Mr. Jett pointed out hearing room, 30 miles from Baltimore, would seat only 200 and Baltimore citizens had right to see and hear proceedings.

Rexall, Hallmark, GM arranging tv specials

Advertisers lining up properties for next season's specials are getting programming in hand. Rexall Drug reportedly has signed for two musicals, "Strawberry Blonde" and "Peg o' My Heart" and plans to select four to be aired out of these five dramatic shows: "Silver Whistle," "Jenny Kissed Me," "Merton of the Movies," "The Devil and Daniel Webster" and "Buried Alive."

General Motors plans Art Carney Show consisting of three one-act plays to be scheduled in January or February. Both Rexall and GM's specials will be on NBC-TV, Rexall on Sunday, 8-9 p.m., GM on Friday, starting at 8:30 p.m.

NBC-TV announced Friday (June 12) that Hallmark Cards Inc. has signed Maurice Evans to star in Shakespeare's "The Tempest" as one of six 90-minute color productions in *Hallmark Hall of Fame* series for next season. "The Tempest" will be taped in color this summer to release Mr. Evans for other commitments, and will be aired next spring.

Big bite, small bits

Armour & Co., Chicago, it was learned Friday (June 12), has wrapped up purchase for fall on ABC-TV representing estimated $7-7.5 million in gross billing. Nighttime portion of deal includes alternate-week one-third portion of four programs, *Alaskans, Adventures in Paradise, Cheyenne* and *The Untouchables*. Advertiser also has 13-week contract in daytime programming.

Foote, Cone & Belding, N. Y., handled purchase for Armour.

New agency merger

As of Friday (June 12) word was: new agency, Cohen, Dowd & Aleshire, New York, with about $14 million in total billing. Disclosure came about with Lord Calvert placing its over $1 million account with CD&A after having been serviced by Ogilvy, Benson & Mather. CD&A is made up of Cohen & Aleshire merging with Dowd, Redfield & Johnstone. Harry B. Cohen, chairman of C&A, continues in that post with new agency; John C. Dowd, formerly president of Dowd, Redfield & Johnstone, becomes vice chairman, while Edward Aleshire, president of C&A, retains same post in new agency, as does Francis X. Brady as executive vice president.

Networks quiz topic

FCC, scheduled to appear tomorrow (Tuesday) before House Oversight Subcommittee (earlier story, page 71) on Commission problems, also will be questioned about direct regulation of tv networks, author of proposal said Friday (June 12). Rep. John Bennett (R-Mich.), ranking minority member of subcommittee, said he would ask question on his bill (HR 5042) "if the opportunity arises." At time bill was introduced (BROADCASTING, March 2), congressman said he would quiz commissioners on subject at first opportunity, even though hearing was not on that specific legislation.

WLAC sale bid

Sale of working control (24%) of Life & Casualty Insurance of Tennessee (parent company of WLAC Inc., licensee of WLAC Nashville) by 26 stockholders to Murchison Bros. (Clint W. Murchison Jr. and John D. Murchison, sons of Texas oilman and financier Clint W. Murchison) for $40 million (BROADCASTING, Sept. 1, 1958) was filed at FCC Friday. Selling group was headed by Paul Mountcastle and First American National Bank of Nashville, trustees under will of Elizabeth Young.

Murchison Bros. controls Lamar Life Insurance Co., licensee of WJDX-AM-FM Jackson, Miss. Life & Casualty Insurance also owns 50% of WLAC-TV Nashville and application for transfer of negative control of tv outlet will be filed later.

WLAC Inc. total assets are $1,370,-

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

954, with liabilities of $1,068,788 of which $1 million is long term debt. Other owners of WLAC-TV are T. B. Baker Jr. and A. G. Beaman, each 25%.

WLAC is on 1510 kc with 50 kw night directional and is CBS affiliate.

Mr. Mountcastle, chairman of WLAC-TV licensee, is president and owns 37.4% of WATE-AM-TV Knoxville.

Skyline to Hollingbery

Appointment of George Hollingbery Co. as national representative for Skyline Network effective July 1 announced Friday. Skyline stations: KID-TV Idaho Falls and KLIX-TV Twin Falls, both Ida.; KOOK-TV Billings, KXLF-TV Butte, KFBB-TV Great Falls and KXLJ-TV Helena, all Mont.

New Filmways firm

Formation of Filmways Television Productions, Hollywood, program production subsidiary of Filmways Inc., New York tv commercial producer, announced Friday. President of new firm is to be Al Simon, production head of McCadden Productions, Hollywood.

Schlank forms UTD

Mel Schlank, formerly vice president of NTA Program Sales, has organized Universal Television Distributors, distributor of tv and radio programs with offices at 41 E. 42d St., New York (Murray Hill 7-3180). Mr. Schlank previously was vice president in charge of sales with Gross-Krasne-Silverman.

New Schubert office

Bernard L. Schubert Inc., New York, reported planning to open new Hollywood office to serve as headquarters for its West Coast productions as well as main office of its western sales division. Address: 724 N. La Cienega Blvd.

120 days of darkness

KULR (TV) Kalispell, Mont., asked FCC Friday for permission to go off air for 120 days, blaming competition from local community tv system fed via microwave. Station, formerly KGEZ-TV, went dark last year for seven months for same reason, but resumed ch. 9 broadcasting in fall.

Flying buyers

BBDO Chicago will take one of its clients on six-day flying field trip through Midwest this week inspecting facilities of some 25 tv stations. Client, W. A. Sheaffer Pen Co., will be sizing up markets for spot tv buys. Sheaffer has not been in tv for past year with last participation being in network specials. Contingent will include Russell Tolg, chief of BBDO radio-tv production, and G. P. Karle Jr., Sheaffer advertising manager.

• Business briefly

• Daitch-Shopwell (Daitch Crystal Dairies Inc.), N. Y., has set July start for 13-week saturation spot radio campaign in New York, Westchester and Long Island areas to introduce new Daitch ice cream. Product marks first use of radio for Daitch products. Agency: Co-Ordinated Marketing Agency Inc., N. Y.

• Mutual of Omaha will transfer its sponsorship of weekly panel show, *Keep Talking*, from CBS-TV (Wed. 8-8:30 p.m.) to ABC-TV (Tues. 10:30-11 p.m.), starting Sept. 29. Wolf Enterprises production retains Carl Reiner as m.c., with comedians Joey Bishop, Danny Dayton, Paul Winchell, Morey Amsterdam and comedienne Peggy Cass. Bozell & Jacobs, Omaha, is agency.

• General Mills Inc., Minneapolis (Cheerios), is launching spot tv campaign in selected markets throughout country, using children's programs, starting immediately and continuing through Sept. 1. Agency: Dancer-Fitzgerald-Sample, N.Y.

• Procter & Gamble Co. (Pin-It home permanent), Cincinnati, is reported to be preparing long-term spot tv campaign latter part of June in undetermined number of markets. Agency: Grey Adv., N.Y.

• Church & Dwight (Arm & Hammer baking soda), N.Y., is understood to be launching spot campaign on Mutual starting June 26 and ending in mid-September using news programs. Agency: J. Walter Thompson Co., N.Y.

• Two advertisers were announced Friday (June 12) by NBC-TV for sponsorship of two Milton Berle specials on next season's *Sunday Showcase* (8-9 p.m.). Dates have not been decided. Joint sponsors for first Berle show will be Benrus Watch Co., N.Y., through Grey Adv., and Zerex anti-freeze (du Pont) via BBDO. Zerex also will split time for second special with another sponsor, as yet unnamed.

• White King Soap, L.A., now readying third quarter campaign for soap and detergent products, plans extensive radio spot drive throughout entire West plus spot tv in selected markets. Agency: Erwin, Wasey-Ruthrauff & Ryan, L.A.

• James O. Welch Co., Cambridge, Mass., (candies), which has put close to 100% of its ad money into spot tv for past three years, currently mapping new campaign to start after Labor Day in as yet undetermined number of markets. Schedule, to be ready by mid-July, reportedly again will lean heavily to tv. Agency: James Thomas Chirurg Co., Boston.

• Lever Bros. Co., N.Y., to enter spot tv next week in undetermined number of markets for its new bar soap, Praise. Substantial number of day and nighttime minutes are planned over period of several months. Agency: Kenyon & Eckhardt, N.Y.

• Rayco Mfg. Co., Paterson, N. J., which has relied heavily in past on "hard sell" radio-tv spot commercials, is trying new gambit: semi-institutional "soft-sell" approach in sponsorship of news program over WRCA-TV New York, with possibility that this pattern may be extended as supplement to spot campaigns in other parts of country. Agency: Mogul, Lewin, Williams & Saylor, N. Y.

• General Mills Inc. (hot and ready-to-eat cereals), Minneapolis, has bought half-sponsorship of NBC-TV's coverage of U.S.-Russian track meet in Philadelphia July 18-19 with presentation on July 19 (4:30-6 p.m.) and including taped sequences of races July 18. Agency: Knox Reeves Adv., Minneapolis.

• Oscar Mayer & Co. (meat products), Madison, Wis., with estimated $1.5 million in billings, will sever account with Wherry, Baker & Tilden, effective in September or October, it was revealed Friday. Company spends about half its budget in broadcast media, emphasizing animation in commercials. Interested agencies currently preparing presentations, with decision expected next fortnight.

• Purex Corp., South Gate, Calif., will sponsor series of *I Love Lucy* re-runs on CBS-TV during summer in nighttime period (Fri., 8:30-9 p.m. starting July 3 with Purex sponsorship beginning July 24). Agency: Edward H. Weiss.

AND SOME even play a good game of golf.

NEAT SWITCH at the Minneapolis Ad Club Golferoo. She followed the men around, with free beverages courtesy of WTCN-TV.

when Twin Cities Advertisers meet...

...TALK SWINGS TO WTCN-TV

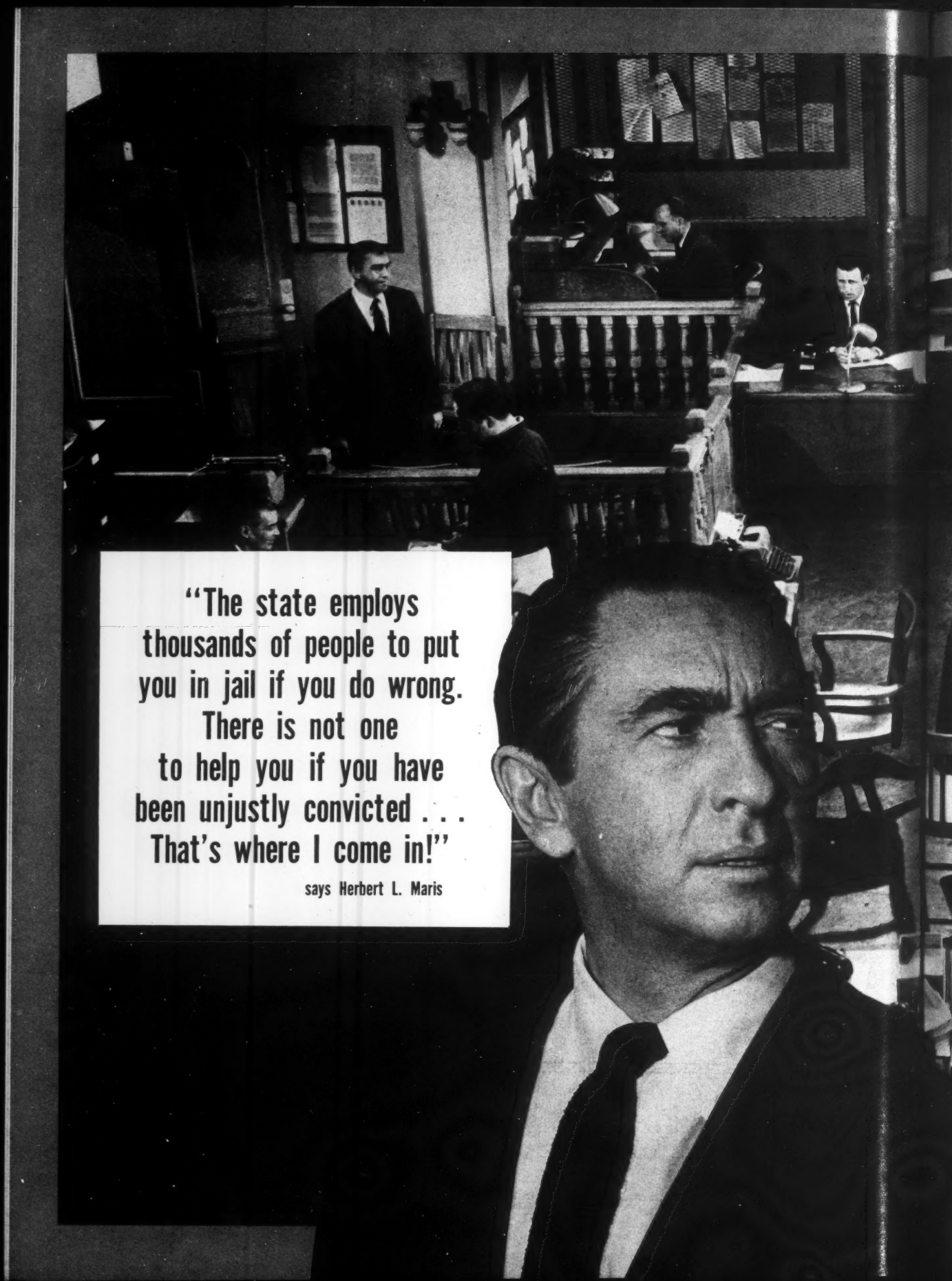
It was par for the course at the recent Minneapolis Ad Club Golferoo. WTCN-TV came in for more than its share of praise. It's always like that in the Twin Cities of Minneapolis-St. Paul.

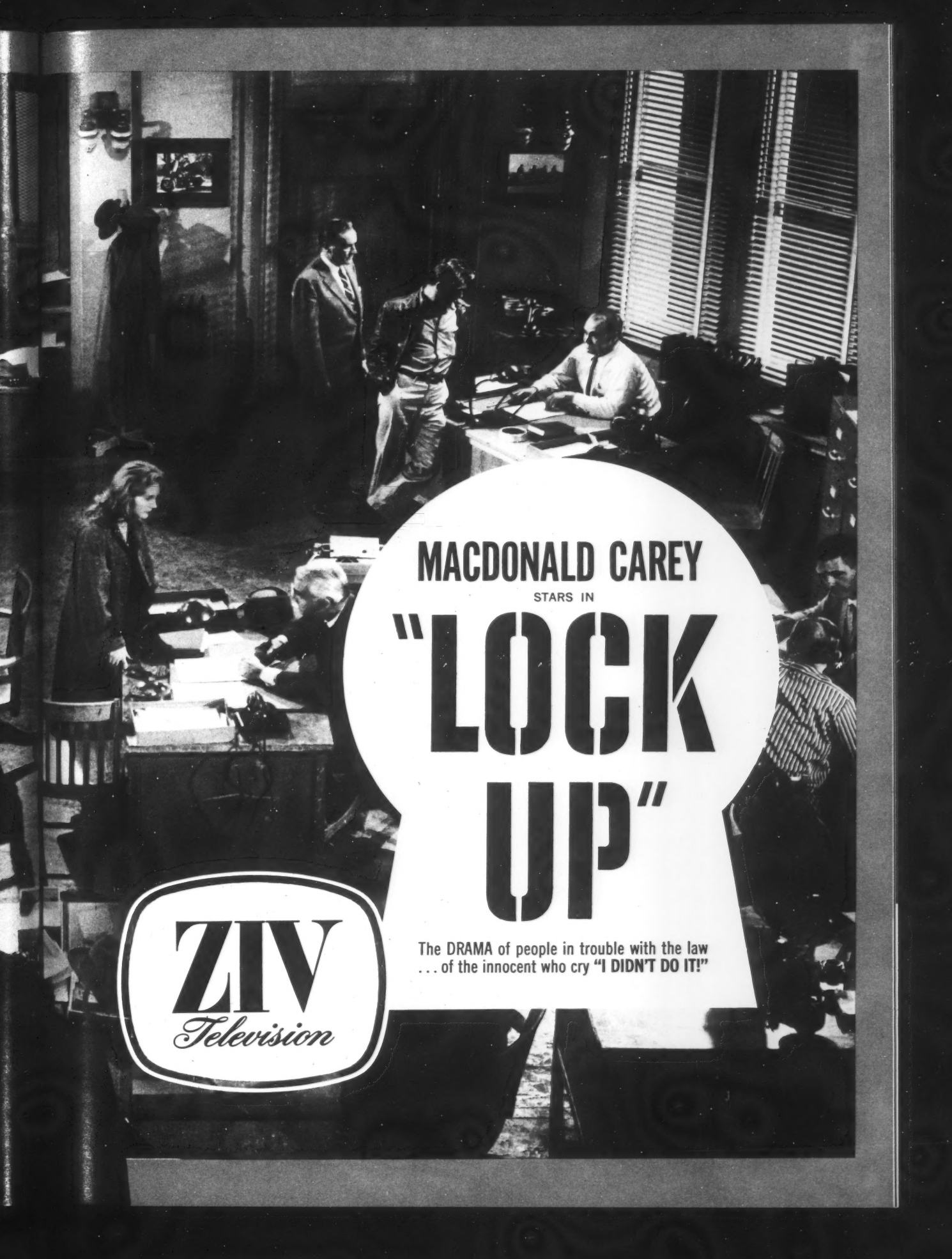
Yes . . . when ad men get together, talk swings to WTCN-TV. Exciting local and ABC-TV programming . . . impressive ratings . . . enviable sales results. Call your Katz man about WTCN-TV and the lucrative Twin Cities market.

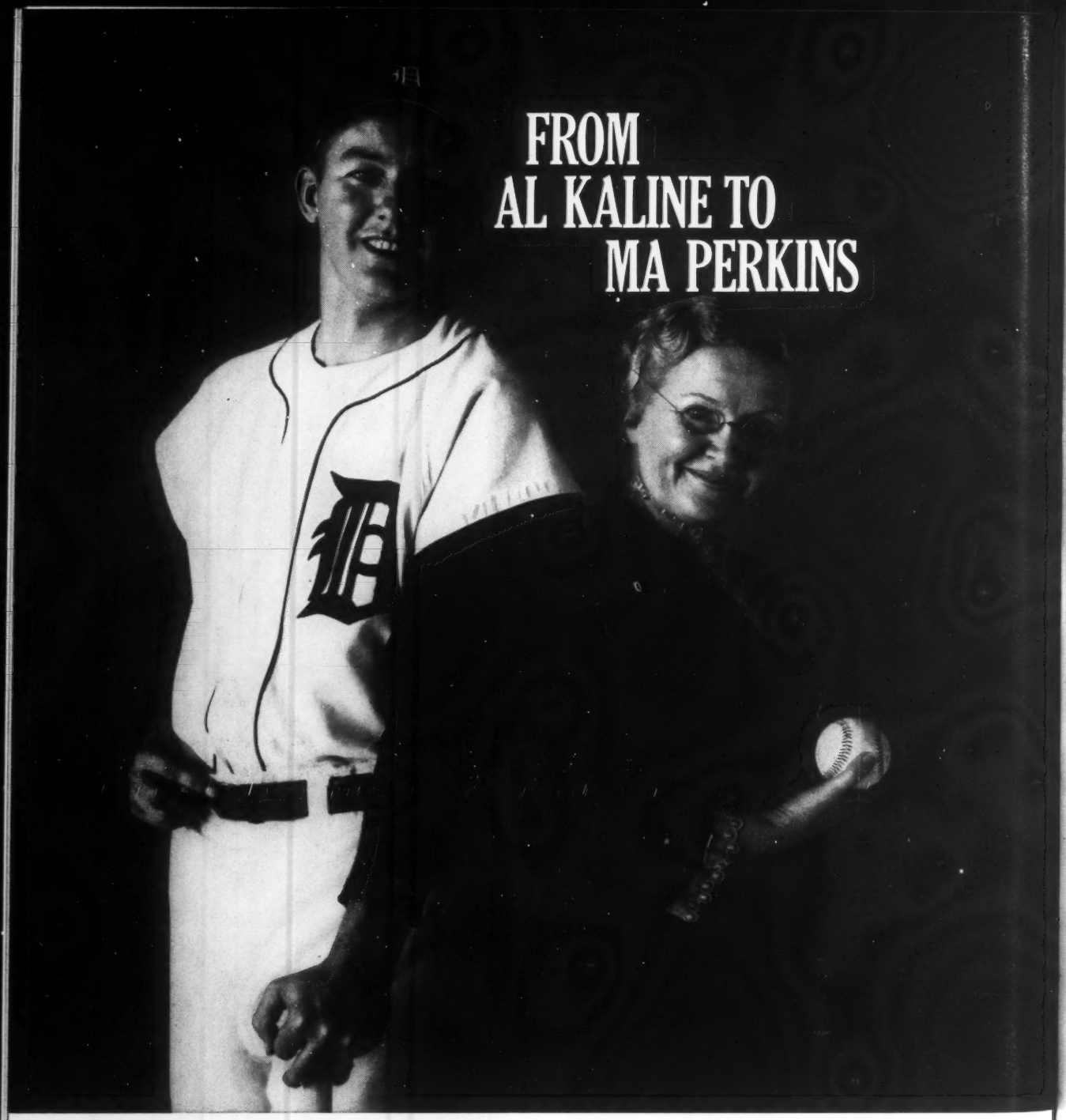
WTCN-TV DOOR PRIZE, above, gives extra incentive to the wild-swinging Ad Clubbers.

WTCN-TV
Minneapolis—St. Paul

EYE ON THE BALL, another ad man finds himself a big winner with WTCN-TV.


"The state employs
thousands of people to put
you in jail if you do wrong.
There is not one
to help you if you have
been unjustly convicted . . .
That's where I come in!"
says Herbert L. Maris


MACDONALD CAREY
STARS IN
"LOCK UP"
The DRAMA of people in trouble with the law
. . . of the innocent who cry "I DIDN'T DO IT!"
ZIV
Television



...and everything in between! Now that we've joined the CBS Radio Network, one radio station in Detroit has it all—from baseball to the most popular, most acclaimed network programs. CBS Radio daytime drama like Whispering Streets, Young Dr. Malone, Ma Perkins and others. The distinguished correspondents of CBS News. And Gunsmoke, Robert Q. Lewis, Have Gun—Will Travel, Mitch Miller, Amos 'n' Andy, Suspense and more. Next fall, The Metropolitan Opera. When you combine all this with top local personalities, sports and other WKMH features, you've got all the radio excitement in town in one place!

WKMH

THE STATION THAT NOW HAS EVERYTHING

CBS RADIO IN DETROIT

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 14-17—**National Industrial Advertisers Assn.**, national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15—**NAB Tv Code Review Board**, NAB hdqrs. Washington, changed from June 12.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

*June 16; 19—**NAB Combined Boards of Directors**, Mayflower Hotel, Washington. Finance committees, June 16 indoctrination of new directors June 17, breakfast; Tv Board June 17; Radio Board June 18; joint boards, June 19.

*June 15-18—**Western Assn. of Broadcasters**, Banff Springs Hotel, Banff, Alb., Canada. Carlyle Allison, vice chairman of Canadian Board of Broadcast Governors, will speak on news; Murray Brown, vice president of Canadian Assn. of Broadcasters, will discuss 1960 broadcast planning.

*June 15-25—**Summer International Home Furnishings Market**, Merchandise and Furniture Marts, Chicago. Tv set markers will show their 1960 lines; radio and stereo also featured.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism** and **School of Library Science**, Syracuse, N.Y.

*June 16—**Special NAB Tv Public Information Committee**, dinner meeting, Mayflower Hotel, Washington (postponed from June 10).

June 16, 23-24—FCC panel before **House Legislative Oversight Subcommittee.**

June 17-19—**American Marketing Assn.**, 42d national conference, Statler Hilton, Cleveland. Topics: Marketing in the 1960s, consumer and industrial; marketing research breakthroughs; public utility marketing; defense, chemical, agricultural marketing; federal statistics and the 1960 decennial census; teaching tools; marketing management tools; tv as a selective medium (Leon Arons, vice president, Television Bureau of Advertising); consumer behavior.

June 17-19—**Virginia Assn. of Broadcasters**, Tides Inn, Irvington.

June 17-20—**National Assn. of Television-Radio Farm Directors**, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

June 17-19—Eleventh annual meeting **Catholic Broadcasters Assn.**, Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—**Senate Commerce Committee** hearings begin on S 1828, which amends Sec. 315 (equal time provision) of the Communications Act.

June 18-20—**Maryland-D.C. Broadcasters Assn.**, Stephen Decatur Hotel, Ocean City, Md.

June 18-20—**Florida Assn. of Broadcasters** convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19—**Rhode Island Broadcasters Assn.**, Viking Hotel, Newport.

June 20—**Florida AP Broadcasters**, annual meeting, DuPont Plaza Hotel, Miami.

June 21-22—**Colorado Broadcasters & Telecasters Assn.**, Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

*June 22-25—**Iowa Tall Corn Network**, annual meeting, Crescent Beach Lodge Lake Okoboji.

June 22-23—**Montana State U. School of Business**, Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KOOK AM-TV Billings, is chairman.

June 22-26—**First Advertising Agency Group**, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—**Summer Radio-Tv Institute**, Stanford U., Calif. George A. Willey, director.

June 23-25—**National Community Television Assn.**, Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

*June 25—**FCC Comr. Robert E. Lee** addresses monthly luncheon meeting of **Federal Communications Bar Assn.**, Willard Hotel, Washington.

*June 27-July 1—**Advertising Assn. of the West**, annual convention, Tahoe Tavern, Tahoe, Calif. Speakers include Nelson Carter, AAW president and vice-president-manager, Foote, Cone & Belding, Los Angeles; George Gribbin, president, Young & Rubicam, N.Y.; Robert B. Murray Jr., executive vice president, Pan American World Airways; James S. Fish, vice president, General Mills; Paul Willis, vice president, Carnation Co., Los Angeles; Franklin Graf, vice president, A.C. Nielsen Co., Chicago.

June 28-29—**South Carolina Broadcasters Assn.**, William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 4—**National Advertising Agency Network**, management conference, Del Monte

IN

BUFFALO

Almost Everybody Has NOTHING ON But

WBNY

See Latest Pulse & Hooper Figures

Best Buy in the Buffalo Market

Call Jack Masla

WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.0 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers,** Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

***July 5-17**—**NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques** involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House. is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment by university.

July 14-15—**Idaho Broadcasters Assn.,** Shore Lodge, McCall.

***July 16-17**—**Air Traffic Control Symposium** cosponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

***July 16-19**—**American Federation of Television & Radio Artists,** annual convention, Chase Hotel, St. Louis.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 18-21—**Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco.

Aug. 21-23—**Arkansas Broadcasters Assn.,** Hot Springs.

***Aug. 24-28**—American Bar Assn. annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—**West Virginia Broadcasters Assn.,** Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—**Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—**Texas AP Broadcasters,** 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—**AP Broadcasters of Ohio,** Columbus.

***Sept. 16-18**—**Michigan Assn. of Broadcasters,** fall convention, Hidden Valley, Gaylord.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

***Sept. 21-22**—**Louisiana Assn. of Broadcasters,** Francis Hotel, Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—**Advertising Research Foundation,** fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—**Electronic Industries Assn.,** value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—**Canadian Section. Institute of Radio Engineers,** annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 7-9—**Institute of Radio Engineers Canadian Convention,** Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

***Oct. 14-17**—**Radio-Television News Directors Assn.,** 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies,** Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

***Oct. 22-23**—**Audit Bureau of Circulations,** annual meeting, Drake Hotel, Chicago.

Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

***Oct. 29-31**—**New Jersey Brodcasters Assn.,** fall meeting, Nassau Inn, Princeton.

NOVEMBER

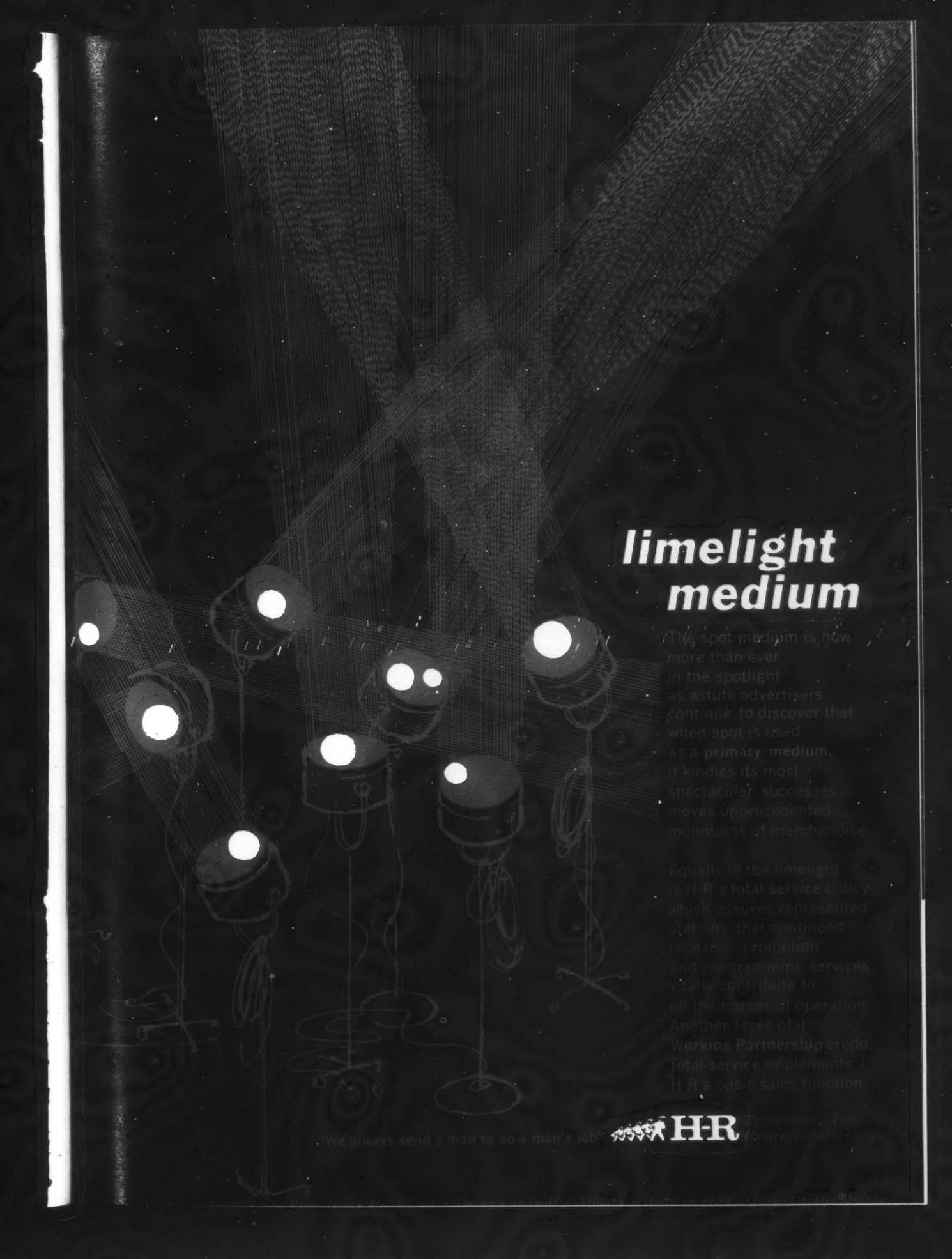
Nov. 2-4—**Broadcasters' Promotion Assn.,** 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters,** Texas Hotel, Fort Worth.

Nov. 9-10—**Institute of Radio Engineers,** radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

***Nov. 18-20**—**Television Bureau of Advertising,** annual meeting, Sheraton Hotel, Chicago.

***Dec. 11**—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.


limelight
medium
The spot medium is now more than ever in the spotlight as astute advertisers continue to discover that when spot is used as a primary medium, it kindles its most spectacular successes, moves unprecedented mountains of merchandise.
Equally in the limelight is H-R's total service policy which assures represented stations that continued research, promotion and programming services vitally contribute to all their areas of operation. Another facet of its Working Partnership credo, total service implements H-R's basic sales function.
We always send a man to do a man's job
H-R

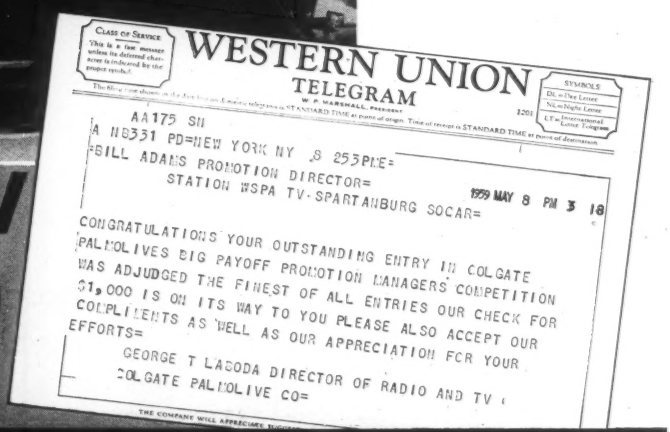
Quite a package!

WSPA-TV's VAST COVERAGE and Promotion too!

From its centrally located tower on Paris Mountain, near Greenville, S. C. WSPA-TV blankets the concentrated population of the Industrial Piedmont. Couple this coverage with the prize winning style promotion **regularly** provided each advertiser on Channel 7 . . . and you have a one-two sales punch with real selling power.

TOP PRIZE PROMOTION

WSPA-TV's promotion department has again won top national honors with their outstanding promotion of "The Big Payoff," sponsored by the Colgate Palmolive Co. This program is one of the Piedmont area's leading daytime CBS-TV shows. Pictured at left are Bill Ellis and Bill Adams, Promotion Mgr. of WSPA-TV, with one of the unusual displays used in their 1st prize promotion effort.



WESTERN UNION
TELEGRAM

AA175 SN
A NB331 PD=NEW YORK NY 8 253P=
BILL ADAMS PROMOTION DIRECTOR=
STATION WSPA TV-SPARTANBURG SOCAR=

1959 MAY 8 PM 3 18

CONGRATULATIONS YOUR OUTSTANDING ENTRY IN COLGATE PALMOLIVES BIG PAYOFF PROMOTION MANAGERS' COMPETITION WAS ADJUDGED THE FINEST OF ALL ENTRIES OUR CHECK FOR $1,000 IS ON ITS WAY TO YOU PLEASE ALSO ACCEPT OUR COMPLIMENTS AS WELL AS OUR APPRECIATION FOR YOUR EFFORTS=

GEORGE T LABODA DIRECTOR OF RADIO AND TV
COLGATE PALMOLIVE CO=

WSPA-TV
AM - FM - TV
Channel 7
Spartanburg, S. C.
National Representatives:
GEORGE P. HOLLINGBERY CO.

WSPA-TV... the only CBS-VHF station serving the Spartanburg-Greenville SUPERMARKET

MONDAY MEMO

from **WILLIAM BASTABLE,** *audio-visual services manager, Swift & Co., Chicago*

Let's cut tv production costs

The cost of television commercials has risen to a point where something needs to be done. It is time to take a hard look at some simple facts helpful in reducing costs, without detracting from commercial effectiveness.

Within the general areas of planning, pricing and producing are opportunities for economies. In the planning area "lack of time" is a real detriment to good commercial creation and production. Seldom is sufficient time allowed to make productive commercials and still meet air dates. Lack of time is one of the biggest money wasters, because rushing causes excessive charges and inferior results. Mediocre commercials dissipate sizeable investments in programming and air time.

Producing commercials in groups, rather than individually, is another way to effect economies. This is a practice receiving too little attention from both clients and agencies. Any producer in the business will give a more favorable, per commercial price, on a series of commercials as compared with pricing commercials individually.

How Much? • Frequently the question is asked "How much should a commercial cost?"

A good yardstick is the number of expected air exposures. A commercial supporting a short-lived promotion normally does not justify the expenditure that a commercial having much longer use and more exposures can warrant. Deciding on a sensible cost per exposure can automatically establish the maximum expenditure that should be made for any given commercial.

Number of exposures also can be a deciding factor on the caliber of acting talent used . . . and the *way* they are used. Frequent exposure on a network can be expensive when high-priced talent is used "on camera." Reuse payments to talent can be a sizeable cost factor, sometimes far exceeding production costs. It's a good idea to face up to such re-occurring talent charges during early planning and take advantage of discounts available by making pre-commitments.

Pricing video commercials varies greatly but the price usually is based on a storyboard, a script, or both.

A storyboard is supposed to show how the commercial will look when finished . . . but seldom does to anyone but those experienced in film-making. Storyboard sketches establish the production specifications for a commercial . . . the same as blueprints do for a new house. Once approved and the cost agreed upon, any changes or deviations cost extra.

Ask for Bids • Competitive bidding is a good commercial pricing practice. It is surprising the range of prices quoted on the same storyboard by three or four equally capable producers. The difference between the high and the low bidder can be money in the bank for the client. But business should not be given to the low bidder unless there is a definite assurance his quality will be equal to the others.

Once the producer has been selected, make him stick to his price. He has reviewed the storyboard and knows what is required. He should deliver an acceptable commercial for the price he quoted. The producer's quoted price covers his costs . . . plus allowances for contingencies, plus overhead and profit. Should the commercial call for animals or children with their unpredictable performance, or for outside photography with possible inclement weather . . . or for possible overtime the allowance for contingencies would be increased. This contingency fund is a reserve, actually *owned by the client.* This is something many people do not realize and more direct reference will be made to it later.

William Bastable has headed up audio-visual services for Swift & Co. since 1945 and is member of the audio-visual committee of Assn. of National Advertisers. Earlier he directed film department of International Harvester. ANA tackled the cost problem in April during a two-day workshop at Rye, N.Y. Mr. & Mrs. Bastable are avid golfers, live in Beverly Hills, Chicago suburb.

To the producers' price some agencies add another contingency fund, plus an additional amount to cover color corrected packages, artwork and other things the agency feels they should apply. Then the agency adds its commission.

No More Extras • A concept becoming more popular is to consider the producer's price a firm quotation and expect the commercial to be delivered for that amount. It should be unnecessary for the agency to add any costs except their commission. If the agency wants to supply artwork and other materials, let the producers pay for it.

The producer has provided in his contingency fund a cushion for unexpected eventualities. This fund is a reserve belonging to the client. But how is the client to know if the contingency fund is used?

This brings us to the area of production in which a client coordinator, with film experience, can play an important part in effecting economies.

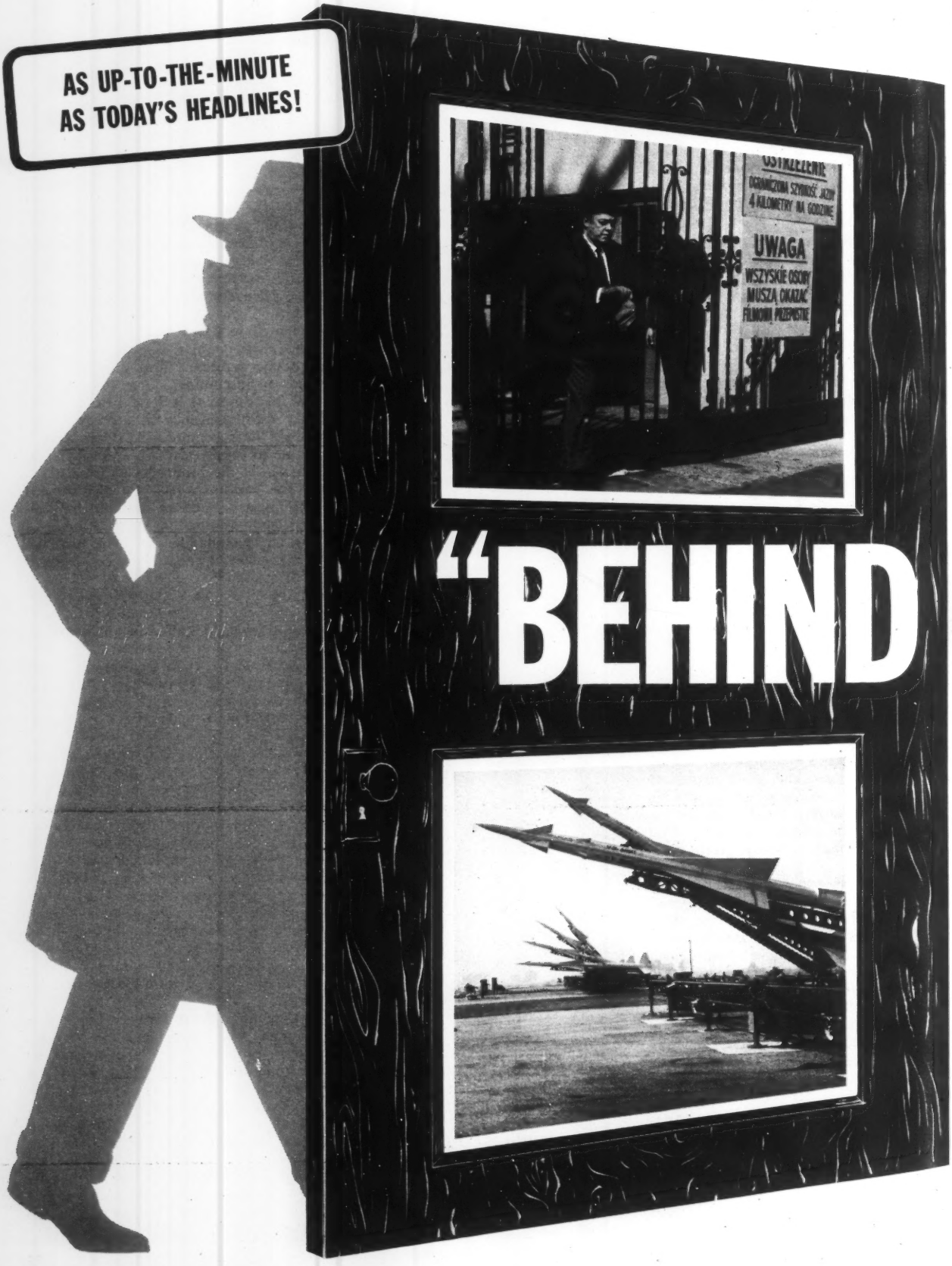
When a producer sensibly provides an extra large contingency fund, because animals are to be photographed, he normally would expect to photograph the scenes several times to get the desired action. But suppose he gets the action just right the first time. Shouldn't the client get a refund? When a producer has one day of outside photography, he budgets for extra days because of the uncertainty of weather. If the weather is perfect the first day, shouldn't the client get a refund? It's his money but in either case he'll never know whether it was spent unless someone present is primarily interested in saving his money.

A film-experienced company representative would certainly have that interest.

Economies Start Early • Suppose a company representative is not present during production and the product or package doesn't look right when the finished commercial is reviewed. The producer can't be blamed. Neither can the agency. They both acted in good faith. But the client will be forced to pay extra to have the work redone.

Economies are made before or during production. Making changes and corrections after the commercial is finished is costly.

AS UP-TO-THE-MINUTE
AS TODAY'S HEADLINES!



"BEHIND

SUSPENSE! DRAMA! INTRIGUE!

Authentic Counter-Espionage Adventures from the files of the former Deputy Director of U.S. NAVAL INTELLIGENCE!

REAR ADMIRAL ELLIS M. ZACHARIAS

The foremost expert on the techniques of spies, counterspies and saboteurs . . . the man who in 1941 predicted the attack on Pearl Harbor . . . the world-famous author of the best-selling books "Secret Missions" and "Behind Closed Doors". His experiences are thrillingly and authentically dramatized in this tense and timely series.

CLOSED DOORS"

NOW AVAILABLE FOR LOCAL SPONSORSHIP

. . . 26 THRILL-PACKED HALF HOURS FIRST RUN OFF THE NETWORK!

The most exciting inside story of our times is the Cold War and Counter-Intelligence. Danger and thrills lurk "Behind Closed Doors". Breath-taking adventures filmed off Cape Canaveral . . . in the scorching deserts of the Middle East . . . in the most fascinating nerve-centers of the world. Authentic stories based upon the true experiences of Naval Intelligence, the FBI and the CIA.

Already sold to WABC-TV in New York . . . and many other markets!

For Availabilities — Contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . first in Los Angeles. It's the thing to do!

Channel 98 KFWB — my mommy listens to

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
Represented nationally by JOHN BLAIR & CO.

COAST LINE PICKS JACKSONVILLE

W. Thomas Rice, President
Atlantic Coast Line Railroad

The Atlantic Coast Line Railroad has picked Jacksonville for its new 17-story headquarters office building. The Coast Line's choice of Jacksonville is evidence of their faith in the State of Florida's Gateway City and Jacksonville is enthusiastic over this latest addition to the rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV
NBC and ABC Programming.
Represented nationally by Peters, Griffin, Woodward, Inc.

(Second of a Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

OPEN MIKE

Repeal Sec. 315

EDITOR:

Belated congratulations on your editorial entitled "Repeal Sec. 315 Now or Repent Later" (page 58, May 25). It makes more sense than anything I have read on the subject and I agree with you that Sec. 315 should be abolished.

William H. Weldon, President
KRCG-TV Jefferson City, Mo.

Moonville's the scene, my man

EDITOR:

SHAME ON USUALLY HIP BROADCASTING ('ENDVILLE' EDITORIAL JUNE 8, RE DISC JOCKEY MIAMI MEET). ENDSVILLE, DIG?

SCOTT MUNI
WMCA NEW YORK

[EDITOR'S NOTE: Deletion of 's' is ginchyer. Or are you still in Squareville? But Moonville is the scene, my man. Dig?]

Yearbook in preparation

EDITOR:

Please send us a listing form for your new issue of the YEARBOOK. This form will be used for WSBR Warwick, R.I., for the cp for which has just been granted.

Milton E. Miller, Gen. Mgr.
WADK Newport, R.I.

EDITOR:

For the past two years I have purchased your YEARBOOK and wish to do so again this year. Perhaps you could tell me when the 1959 issue will be off the press and at what price . . .?

William Sitzman Jr.
1732 Whithaven Rd. East
Grand Island, N.Y.

[EDITOR'S NOTE: 1959 Yearbook number, to be published mid-August, will be $4.]

Advertisers take to air

EDITOR:

Is it possible to obtain reprints of the "Why Advertisers Take to the Air" ad that you ran some time ago?

Joe Milsop, Station Mgr.
WCPA Clearfield, Pa.

[EDITOR'S NOTE: Reprints are available, 10¢ each.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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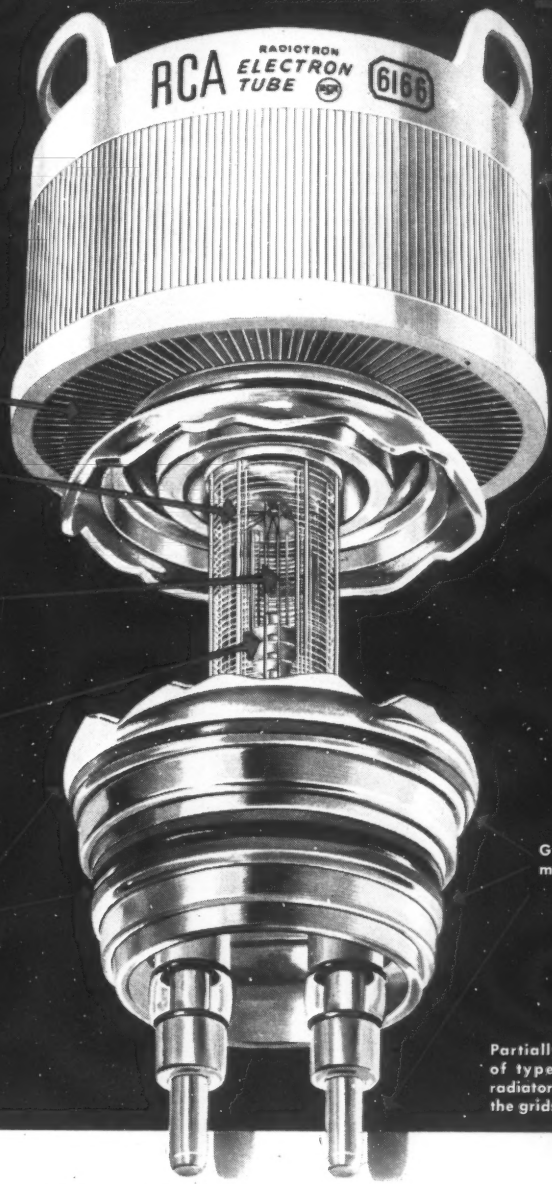
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: **BROADCASTING***—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

RCA Power Tube features keep "VHF" hour meters clicking



Efficient "louvered-fin" radiator design—gives improved heat radiation

Filament structural arrangement relieves stresses on filament strands and provides longer filament life

Carburized thoriated-tungsten filament for high reserve of electron emission and economical operation

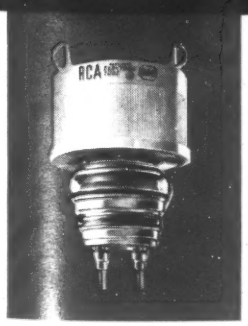
"Stacked" getter—provides freedom from gas throughout life

Stress-free glass sections—individually inspected with polariscope

Entire tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage

Glass-to-metal seals—microscopically inspected

Partially exploded view of type 6166 showing radiator raised to expose the grids and filament



Take the RCA-6166, for instance. "Tailored" specifically to supply the aural and visual power-amplifier requirements of medium- and high-power VHF transmitters, this RCA Power Tetrode type has been running up remarkable life-performance records.

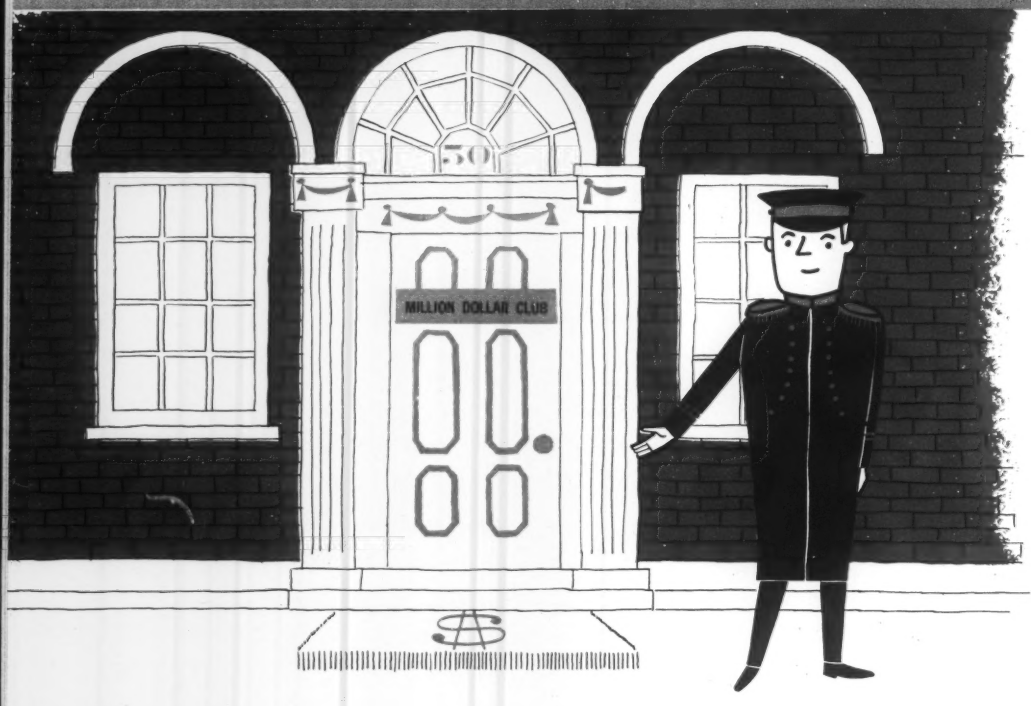
What's back of long-term RCA power-tube reliability? First, RCA tube engineers work hand in hand with transmitter designers and station engineers—to take measure of RCA tube performance "in the circuit". Second, RCA tube engineers never "let go" in their effort to evolve superior manufacturing techniques and design improvements to make good tubes even better.

For lower tube cost per hour of transmitter operation, always specify RCA. Your RCA Electron Tube Distributor provides "on the spot" delivery.

RADIO CORPORATION OF AMERICA

Electron Tube Division — **Harrison, N. J.**

YOU MAY NOT BELONG TO THIS "



(but you **CAN** use the guest entrance!)

THIS IS A TOUGH CLUB TO JOIN. Its membership is relatively limited. In all of the advertising business, only a few executives qualify. Because – to belong to the "Million Dollar Club" – you must have a decisive role in allocating $1,000,000-or-more annually for television and/or radio advertising. Most of its members (naturally enough) are with the top 50 agencies. To you and your business, they're some of the most important people in America. And if they don't **know about you,** then – to re-coin a golden phrase – you're stone-dead in your marketplace.

They're approachable, though. You can not only get to them with your story – but even visit the "Million Dollar Club" by the guest entrance! It's easy. We have some brand-new, good-as-gold facts – fresh from the mint of a conclusive reader study – that **prove** it!

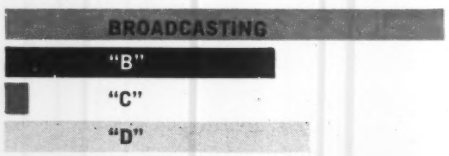
American Research Bureau, Inc., sent out 992 questionnaires to all kinds of people at leading agencies who buy (or OK the buy of) TV and radio facilities throughout America. Replies came from 460 – a notably high return. **And here's what counts:** some 81% of these respondents (337) turned out to be "Million Dollar Club" members . . . busy, full-of-bounce people who answered ARB's questions enthusiastically.

What they told ARB about their business publication reading habits and preferences is more than significant. In fact it's wellnigh an injunction for you to pick BROADCASTING if you want to navigate through their radar-screens and come out profitably on-target!

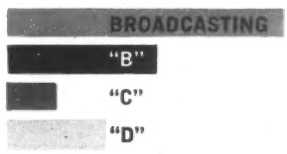
GOLD-PLATED QUESTIONS . . . AND SOLID GOLD ANSWERS –

Here's how BROADCASTING came out, decisively high up on the top of the heap, in the estimation of "Million Dollar Club" members replying to ARB's questionnaire. ("B", "C" and "D" are cognomens for three **other** publications purporting to cover TV and radio business.)

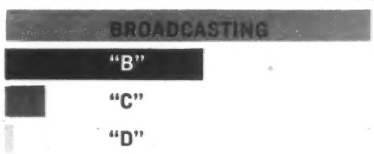
"Which publication do you PREFER for broadcast media news and information?"



"Which publication EXCELS in news editorial coverage?"



"As an advertising medium, which of these publications should a station use TO BEST REACH YOU?"



S "MILLION DOLLAR CLUB"...

MONEY (LET'S FACE IT) TALKS...

Money speaks forcefully, declaims emphatically. It's been doing this – advertising-wise – for nearly three decades in BROADCASTING, **the** top reporter of TV-radio business news. And the "Million Dollar Club" 's preference for BROADCASTING becomes more dramatic when you ponder these 24-carat percentages.

BROADCASTING, **as a source of news,** is preferred by 61% **MORE** of the "Million Dollar Club" than Publication "B"; 42% **MORE** than Publication "D". (What happened to "C"? Well, BROADCASTING had **35 times** as many "preferred" mentions as, alas, that unhappy competitor. Or, to be ruthless, 38% over both "C" **and** "D" combined!)

BROADCASTING is acclaimed **most excellent in news content** by 89% **MORE** of these topflight TV-radio investors than is Publication "B". And 41% **MORE** than "B", "C" **and** "D" combined (which is quite a trick).

BROADCASTING is named the **best advertising medium** for reaching them by 87% **MORE** of the "Million Dollar Club" than is Publication "B". Or 53% **MORE** than "B", "C" **and** "D" rolled into one!

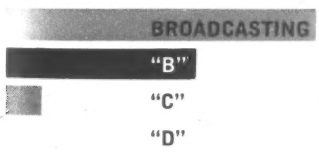
BROADCASTING is adjudged **THE** medium where station advertising is most likely to **exert the most impact** upon them by 65% **MORE** "Million Dollar Club" executives than is Publication "B". **OR** 36% more than "B", "C" **and** "D" combined!

Furthermore –

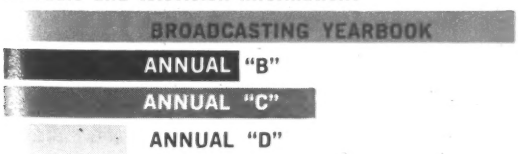
BROADCASTING YEARBOOK is used by 106% **MORE** "Million Dollar Club" members than is the annual of Publication "B", 64% **MORE** than that of Publication "C", and 339% **MORE** than that of Publication "D". (You'd recognize them all if we named names – and we **will** if you care to ask.)

BROADCASTING – as surely as tomorrow's golden sunrise – is **SO** far ahead of all the others... and in so many ways... that you might say it's in a class by itself. And why not? **IT IS!**

"Identify the publication in which a station's advertisement would be likely to have MOST IMPACT ON YOU?"



"Which of the annual reference publications do you USE for radio and television information?"



A GOLDEN OPPORTUNITY...

One million dollars can buy a lot of broadcast advertising. That those who spend this much (and usually multi-millions more) should prefer BROADCASTING isn't surprising. For years, BROADCASTING has been the unchallenged leader in its field. There's a sound reason.

The men and women who route so many millions to productive broadcast advertising **must** have the most accurate, complete facts. These (as they know) come best from reading BROADCASTING.

Another fact cinches BROADCASTING's supremacy – **PAID circulation,** verified by the Audit Bureau of Circulations (of which BROADCASTING is the sole member in its field). ABC's latest statement gives BROADCASTING over 21,000 **PAID** copies. **This is more than the total, combined paid circulation of "B", "C" AND "D"!** Note that word **"PAID".** It doesn't include copies they give away – unsolicited and for free.

BROADCASTING counts, in its **PAID** distribution, 5,785 subscriptions going to advertisers and advertising agency readers... specifically, 2,511 in the field of TV-radio advertisers; 3,274 at agencies throughout the country (as confirmed by our latest ABC audit). A major share of these **PAID** subscriptions are among the top 100 advertisers and top 50 TV-radio agencies.

Why do we stress **"PAID"?** Because it's the key word to **your** advertising results when you use BROADCASTING. People **pay** for what they want... for things they can't get free. Unlike its contemporary TV-radio journals, BROADCASTING deals only in **PAID** circulation – and believes that **PAID** circulation is the true index of any publication's worth.

USE THE GUEST ENTRANCE

You can test this for yourself. BROADCASTING is the preferred information medium of the "Million Dollar Club". Its decision-making members **need** it – and they **prove** their need by **paying** to receive BROADCASTING every week.

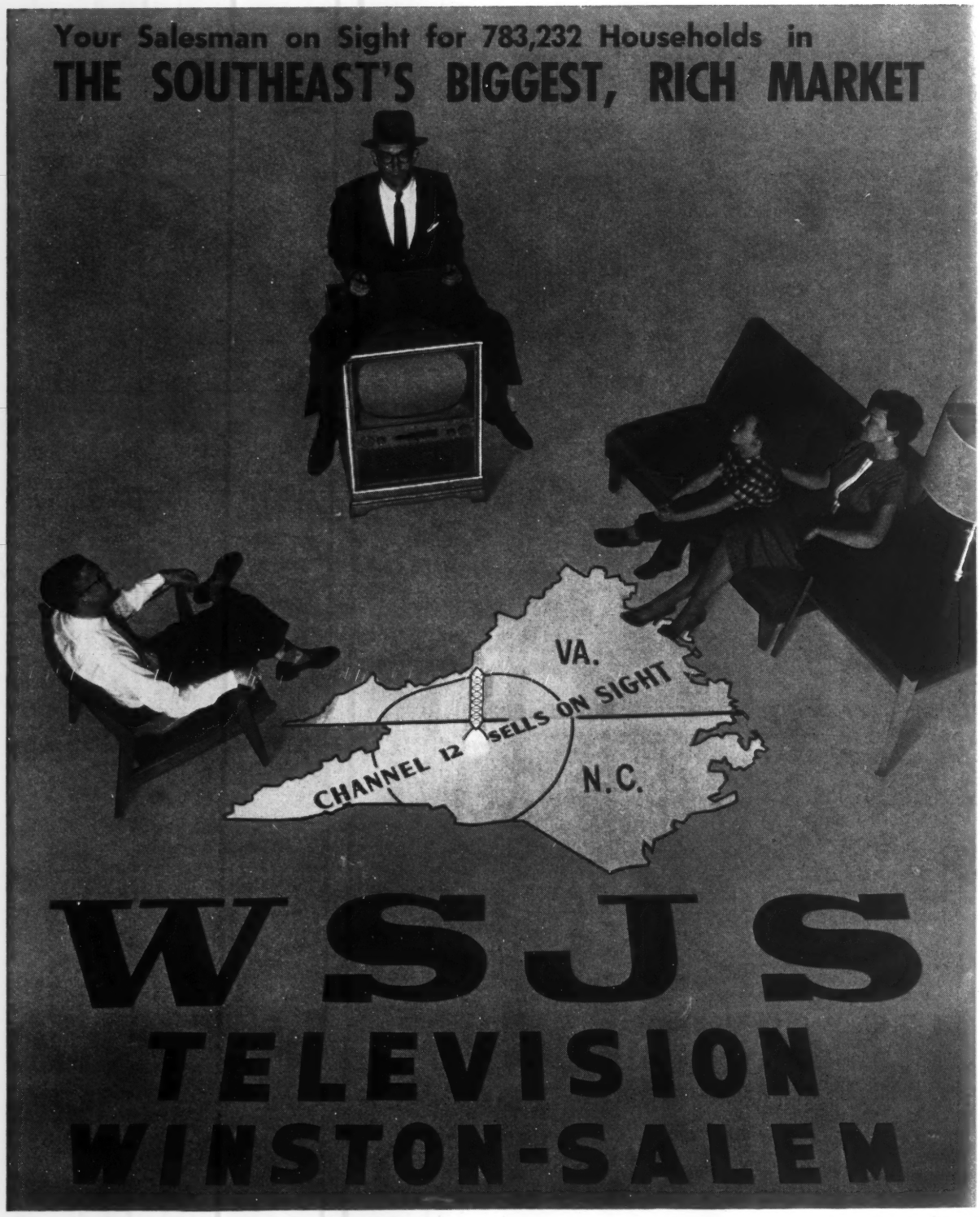
You need them to get your share of the advertising budgets they control. Which, obviously, means that you **need** BROADCASTING – **THE** Businessweekly of Television and Radio. It's your guest entrance to the important "Million Dollar Club".

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

a member of the Audit Bureau of Circulations



Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market*, the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* / *Greensboro* / *High Point* }

Call Headley-Reed

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 15, 1959
Vol. 56 No. 24

BOOM YEAR FOR TV IN THE MAKING

• Best guesses: 17% rise in spot, 9% in network, 10% in local

• For all, it looks like $170 million gross gain over 1958

Television business is at an all-time peak. At the half-way mark, 1959 promises to become the most prosperous year in tv revenue yet recorded. Specifically, estimates indicate a $138 million additional take from national spot and network advertisers (at gross rates) this year compared to last.

Spot television is leading the boom. At the present rate, spot for the year should be up at least 17%, perhaps more. The first quarter already is off to a spectacular 25.7% increase (see story below).

Network business is much better now than it was last year at this time. Nighttime schedules for the fall are virtually firm with time periods near the sold-out point. The estimated rise here for the year is 9%.

Local business—which in television represents the smallest piece of the revenue pie—also is expected to be up. The estimate in this area is a rise of 10%.

Chips on Spot • Advertising agencies handling the bigger clients in television report their spot billing will show a large increase this year. One agency—J. Walter Thompson—reports its spot tv activity at nearly double the volume at this time last year, feels this pace will be maintained through the year.

Station representatives echo these sentiments. The larger representatives in the tv field report current increases in business should continue to the end of 1959 and into 1960.

Television Bureau of Advertising last week reported a 25.7% increase in spot in the first quarter alone. Accord to TvB President Norman E. (Pete) Cash, estimates for the year indicate an overall 17% boost. Spot's gross billing last year totaled $511.7 million (TvB's estimates based on reporting stations).

For network, Mr. Cash estimates billing will be up 9%. The network gross last year totaled some $566 million. Though nearly sold out for the fall, the networks' soft spots remaining include certain hour-long periods—most of these at the 7:30 openings of nighttime schedules (BROADCASTING, June 8). It is in this area of a few hour shows that are still unsettled where the networks are making a strong effort to close sales.

The estimated increases amount to $86.9 million in spot and $51 million in network, a total of $137.9 million.

Local business at gross rates ran in the neighborhood of $338 million in 1958. The 10% estimated increase would bring the total up another $33.8 million.

For the first four months of this year, network gross billing was running 9% ahead of last year (BROADCASTING, June 8). Leaving room for a so-so summer but an anticipated higher-than-9% level of billing next fall, the TvB average estimate may be conservative.

Agency Viewpoint • The consensus of the larger television agencies is a year of a billing climb. Ted Bates, once a 4-1 but now 50-50 in spot network billing, says it "will be a good year in television, spot will be up." BBDO pre-

CONTINUED on page 30

SPOT TV HAS RECORD 1ST QUARTER

Over $156 million spent; Procter & Gamble again leads pack

A look at first quarter billing indicates national tv billing is off to a record start this year.

Television Bureau of Advertising last week reported spot tv for the first quarter at $156,419,000, compilations made by the bureau and N.C. Rorabaugh Co. Combined with an estimated $156,480,418 network tv billing for the quarter (BROADCASTING, June 1), the total comes to $312,899,418 in gross time purchases.

Spot expenditures are by national and regional advertisers and reflect reports from 341 tv stations. In the first quarter of 1958, 333 stations reported $119,062,000 gross billing. An analysis by TvB that compares 308 stations reporting in both the 1958 and 1959 first quarters finds an increase of 25.7% in spot tv expenditures.

Among the findings reported by the bureau as well as those put together by BROADCASTING on the basis of the spot tv and network reports:

• Major type of spot activity was in announcements, representing $120,440,000 billing or 77% of the quarter's spot total. IDs represented $16,307,000 or 10.4% and programs $19,672,000 or 12.6%. In periods of the day: nighttime totaled $80,747,000 or 51.6%, daytime rolled up $58,288,000 or 37.3% and late night, $17,384,000 or 11.1%.

Biggest Spot • Procter & Gamble was top spot tv advertiser for the third quarter piling up more than $10.6 million. Added to its network gross for the quarter, the total for P & G came to the $23.6 million level. Also on the combined spot-network basis: Lever Bros. with some $12.5 millions, and Colgate-Palmolive with $10.4 millions.

• Present among the top 100 spot spenders in any quarter were these first timers: Bissell Carpet Sweeper, Cannon Mills, Hertz-U-Drive Co., Pam Enterprises, Pan-American World Airways, Pepperidge Farms and Vic Tanney's Gym.

• Products classifications showing substantial increases in the first quarter this year over last year's period: dental products, 39%; drug products, 42%; food and grocery products, 40%; household furnishings, 103%; pet prod-

CONTINUED on page 28

Spot buying by products in first quarter of 1959

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

AGRICULTURE	$ 536,000
Feeds, Meals	330,000
Miscellaneous	206,000
ALE, BEER & WINE	12,653,000
Beer & Ale	9,999,000
Wine	1,654,000
AMUSEMENTS, ENTERTAINMENT	140,000
AUTOMOTIVE	1,816,000
Anti-Freeze	——
Batteries	160,000
Cars	750,000
Tires & Tubes	161,000
Trucks & Trailers	26,000
Misc. Accessories & Supplies	719,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINT	423,000
Fixtures, Plumbing, Supplies	108,000
Materials	135,000
Paints	78,000
Power Tools	8,000
Miscellaneous	94,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,827,000
Clothing	2,889,000
Footwear	723,000
Hosiery	148,000
Miscellaneous	67,000
CONFECTIONS & SOFT DRINKS	7,559,000
Confections	4,662,000
Soft Drinks	2,897,000
CONSUMER SERVICES	4,216,000
Dry Cleaning & Laundries	8,000
Financial	637,000
Insurance	768,000
Medical & Dental	43,000
Moving, Hauling, Storage	35,000
Public Utilities	1,804,000
Religious, Political, Unions	387,000
Schools & Colleges	51,000
Miscellaneous	483,000
COSMETICS & TOILETRIES	12,056,000
Cosmetics	2,973,000
Deodorants	278,000
Depilatories	34,000
Hair Tonics & Shampoos	3,449,000
Hand & Face Creams, Lotions	1,214,000
Home Permanents & Coloring	921,000
Perfumes, Toilet Waters, etc.	218,000
Razors, Blades	235,000
Shaving Creams, Lotions, etc.	450,000
Toilet Soaps	2,002,000
Miscellaneous	282,000
DENTAL PRODUCTS	$4,530,000
Dentifrices	2,415,000
Mouthwashes	1,859,000
Miscellaneous	256,000
DRUG PRODUCTS	16,453,000
Cold Remedies	7,042,000
Headache Remedies	2,718,000
Indigestion Remedies	2,998,000
Laxatives	764,000
Vitamins	770,000
Weight Aids	553,000
Miscellaneous	1,327,000
Drug Stores	281,000
FOOD & GROCERY PRODUCTS	46,566,000
Baked Goods	8,022,000
Cereals	4,120,000
Coffee, Tea & Food Drinks	10,680,000
Condiments, Sauces, Appetizers	1,287,000
Dairy Products	2,412,000
Desserts	541,000
Dry Foods (Flour, Mixes, Rices, etc.)	4,764,000
Fruits & Vegetables, Juices	4,099,000
Macaroni, Noodles, Chili, etc.	621,000
Margarine, Shortenings	2,706,000
Meat, Poultry & Fish	2,437,000
Soups	392,000
Miscellaneous Foods	1,773,000
Miscellaneous Frozen Foods	240,000
Food Stores	2,472,000
GARDEN SUPPLIES & EQUIPMENT	262,000
GASOLINES & LUBRICANTS	5,315,000
Gasoline & Oil	5,063,000
Oil Additives	202,000
Miscellaneous	50,000
HOTELS, RESORTS, RESTAURANTS	109,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	11,395,000
Cleaners, Cleansers*	9,651,000
Floor & Furniture Polishes, Waxes	1,141,000
Glass Cleaners	120,000
Home Dry Cleaners	29,000
Shoe Polish	263,000
Miscellaneous Cleaners	191,000
HOUSEHOLD EQUIPMENT—APPLIANCES	801,000
HOUSEHOLD FURNISHINGS	1,345,000
Beds, Mattresses, Springs	480,000
Furniture & Other Furnishings	865,000
HOUSEHOLD LAUNDRY PRODUCTS	9,873,000
Bleaches, Starches	1,403,000
Packaged Soaps, Detergents*	7,765,000
Miscellaneous	705,000
HOUSEHOULD PAPER PRODUCTS	$1,306,000
Cleansing Tissues	287,000
Food Wraps	312,000
Napkins	253,000
Toilet Tissue	328,000
Miscellaneous	126,000
HOUSEHOLD, GENERAL	922,000
Brooms, Brushes, Mops, etc.	217,000
China, Glassware, Crockery, Containers	148,000
Disinfectants, Deodorizers	246,000
Fuels (heating, etc.)	55,000
Insecticides, Rodenticides	105,000
Kitchen Utensils	32,000
Miscellaneous	119,000
NOTIONS	42,000
PET PRODUCTS	2,441,000
PUBLICATIONS	332,000
SPORTING GOODS, BICYCLES, TOYS	586,000
Bicycles & Supplies	——
Toys & Games	547,000
Miscellaneous	39,000
STATIONERY, OFFICE EQUIPMENT	65,000
TELEVISION, RADIO, PHONOGRAPH MUSICAL INSTRUMENTS	501,000
Radio & Television Sets	162,000
Records	135,000
Miscellaneous	204,000
TOBACCO PRODUCTS & SUPPLIES	8,109,000
Cigarettes	7,629,000
Cigars, Pipe Tobacco	382,000
Miscellaneous	98,000
TRANSPORTATION & TRAVEL	1,184,000
Air	926,000
Bus	56,000
Rail	189,000
Miscellaneous	13,000
WATCHES, JEWELRY, CAMERAS	148,000
Cameras, Accessories, Supplies	49,000
Clocks & Watches	1,000
Jewelry	12,000
Pens & Pencils	82,000
Miscellaneous	4,000
MISCELLANEOUS	1,908,000
Trading Stamps	117,000
Miscellaneous Products	775,000
Miscellaneous Stores	1,016,000
TOTAL	$156,419,000

*Starting with the 4th Quarter 1958, liquid cleaners (i.e. Lestoil) now included in subclass, cleaners, cleansers.

• • • Tv spot's quarter

CONTINUED from page 27

ucts, 65%; sport goods, bicycles and toys, 125% and transportation-travel, 78%.

• Among those top 100 spot advertisers materially increasing expenditures in the Jan.-March period this year compared to last: Adell Chemical (Lestoil) about $2 million more; American Home Products more than $700,000 above; B.T. Babbitt $1 million more (from $2,500 to $1.24 million); Bristol-Myers more than $500,000.

Up $3 Million • P & G itself increased by nearly $3 million, Texize Chemicals went up more than $1.5 million, Welch Grape shot up $500,000, Vick Chemical increased more than $800,000. Others included Duffy-Mott, Food Mfrs., Kellogg (from $263,000 to $1,364,900) and Minute Maid.

• Level for the new members to 100 spot tv advertisers list ranged in the $300-$400,000 bracket.

• Top category for spot tv in the first quarter was food and grocery products with more than $46.5 million. (Combined with the first quarter network billing, that category totaled over $77.5 million.)

ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS 1ST QUARTER 1959

RANK		
1.	Procter & Gamble	$10,679,400
2.	Lever Bros.	5,342,200
3.	Warner-Lambert	4,570,300
4.	Adell Chemical	4,351,900
5.	Colgate-Palmolive	4,191,000
6.	General Foods	3,646,600
7.	Continental Baking	2,844,800
8.	Brown & Williamson Tobacco	2,278,700
9.	Texize Chemicals	2,252,700
10.	American Home Products	2,119,900
11.	International Latex	2,035,700
12.	Miles Labs	2,024,800
13.	Corn Products	1,523,700
14.	Standard Brands	$1,413,000
15.	Kellogg	1,364,900
16.	P. Lorillard	1,352,700
17.	Bristol-Myers	1,297,600
18.	Philip Morris	1,289,900
19.	B.T. Babbitt	1,242,200
20.	Food Mfgrs.	1,185,000
21.	Vick Chemical	1,088,900
22.	Andrew Jergens	1,085,900
23.	American Chicle	1,011,500
24.	Avon Products	995,600
25.	Sterling Drug	992,700
26.	Liggett & Myers Tobacco	987,700
27.	Chesebrough-Ponds	953,200
28.	Pepsi Cola Co./Bottlers	940,200
29.	American Tobacco	910,300
30.	Wander	872,100
31.	Borden	869,400
32.	Robert Hall Clothes	867,000
33.	Norwich Pharmacal	863,800
34.	Anheuser-Busch	847,200
35.	General Mills	836,800
36.	Continental Wax	836,300
37.	Minute Maid	813,500
38.	Peter Paul	809,600
39.	Coca-Cola Co./Bottlers	787,300
40.	J.A. Folger & Co.	774,800
41.	Jacob Ruppert	763,800
42.	Charles Pfizer & Co.	761,000
43.	Sun Oil	740,600

CONTINUED on page 30

WGST

The one Atlanta Radio Station which can meet all of your radio advertising requirements best because of its outstanding . . .

- Diversified programming—aimed at all members of the family
- Sports coverage—carries all Georgia Tech games, major league baseball, Indianapolis 500 Race, and other leading sports events
- Public affairs programming—winner of the Associated Press Award for its "Challenge" series
- Physical plant—largest in the South

Announces the appointment of

THE BRANHAM COMPANY

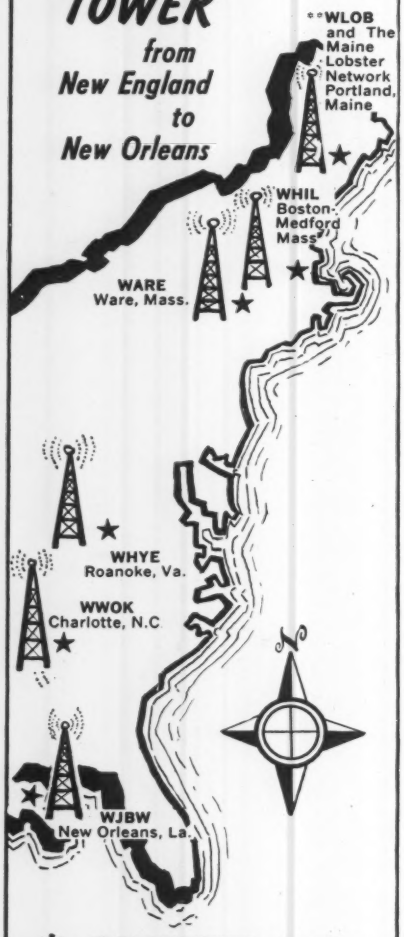
As national sales representative.

WGST Quality—Modern Radio in Atlanta, Georgia—5,000 watts—920 Kc.

you'll find a

* TARLOW TOWER

from New England to New Orleans


**WLOB and The Maine Lobster Network Portland, Maine
WHIL Boston-Medford Mass.
WARE Ware, Mass.
WHYE Roanoke, Va.
WWOK Charlotte, N.C
WJBW New Orleans, La.

* a TARLOW TOWER stands for

TOP AUDIENCE PROGRAMMING TALENT RESULTS

**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WHYE, Roanoke, Va.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

WHIL—National Rep.: Grant Webb Co.
WWOK, WJBW, WHYE—
National Rep.: Richard O'Connell Co.
WARE—
National Rep.: Breen and Ward Co.

CONTINUED from page 28

44.	Atlantis Sales	$736,100	
45.	Shell Oil	682,500	
46.	Welch Grape Juice	675,700	
47.	Quaker Oats	661,200	
48.	Tea Council of U.S.A.	562,300	
49.	Scott Paper	647,400	
50.	R.J. Reynolds Tobacco	633,500	
51.	Drug Research	625,200	
52.	Duffy-Mott	584,800	
53.	Max Factor	573,200	
54.	Carter Products	568,200	
55.	Salada-Shirriff-Horsey	567,700	
56.	E.&J. Gallo Winery	564,000	
57.	Revlon	562,000	
58.	William Wrigley Jr.	554,600	
59.	Lanolin Plus	549,100	
60.	Piel Bros.	530,800	
61.	Ward Baking	527,700	
62.	Pharma-Craft	523,000	
63.	Pabst Brewing	519,400	
64.	Heublein	517,800	
65.	U.S. Borax & Chem.	502,300	
66.	National Biscuit	498,600	
67.	Block Drug	495,200	
68.	Interstate Bakeries	491,400	
69.	Falstaff Brewing	487,400	
70.	Carling Brewing	465,200	
71.	Esso Standard Oil	$456,600	
72.	Jos. E. Schlitz Brewing	452,700	
73.	Standard Oil (Indiana)	452,600	
74.	Coty	441,800	
75.	Pam Enterprises	441,800	
76.	Hertz-U-Drive	436,500	
77.	National Dairy Products	434,700	
78.	Nestle	432,300	
79.	Helena Rubinstein	430,800	
80.	Wm. B. Reily & Co.	429,900	
81.	Plough	425,800	
82.	Exquisite Form Brassiere	419,500	
83.	Pepperidge Farm	399,900	
84.	Wilson & Co.	398,100	
85.	Taylor-Reed	393,900	
86.	Chock Full O'Nuts	385,000	
87.	American Bakeries	382,000	
88.	Monarch Wine	380,700	
89.	Atlantic Refining	372,200	
90.	United Fruit	371,000	
91.	Pan-American World Airways	368,800	
92.	Bissell Carpet Sweeper	364,300	
93.	Cannon Mills	361,700	
94.	Phillips Petroleum	359,800	
95.	Theo. Hamm Brewing	359,000	
96.	M.J.B.	357,200	
97.	Vic Tanney's Gym	353,100	
98.	Gulf Oil	338,600	
99.	Safeway Stores	332,800	
100.	National Brewing	326,800	

• • • Boom year for tv in the making

CONTINUED from page 27

dicts greater tv spot billing by the agency. JWT sees spot tv "constantly increasing." Benton & Bowles believes tv in total will be "good," while Young & Rubicam's media outlook is for a "very good advertising year" in general and for tv in particular, with Y&R expecting its spot tv billing to be "up but not drastically."

Just how well these predictions from agency media executives jibe with actual decisions of the planning boards was not easily ascertained. Some of the agency officials acknowledged that several of their clients were at the planning stage for fall spot schedules now that the major network buys are firm. But there remains the translation into orders. (Availabilities for the fall will not be sought until late summer.)

Crowded Channels? • Some agency executives see certain dangers ahead. With stations flush with business success, there's the question of what was termed by one as business "cleanly handled." He wondered if the medium would not be abused with such practices as multiple spotting, juxtaposition of conflicting product commercials, etc.

Others noted a trend toward "longer copy" in tv spot, or continuation of the minute "fad," as a JWT media man described the trend.

But, a BBDO spokesman cautioned, the prime time adjacency rush has been "outdated" for the past eight months. The more desirable periods for advertisers now are the so-called fringe time of late night, early evening and daytime. Reason is that this time is subject to package plans and hence can be bought at less cost and besides, it's noted, advertisers "are learning they don't need the prime adjacencies to run a campaign."

A McCann-Erickson executive pointed out that spot will continue to draw its great strength from the national advertiser who needs it to supplement a network program or to fit a specific regional need.

TvB SRA, Reps • Mr. Cash notes that the fall should be a particularly good season for television because network commitments have been made and the go-ahead is now clear for spot planning. Station Representatives Assn.'s Larry Webb also took up this point of network schedules tucked away. He thought, too, that many advertisers not able to get into network will turn to spot and that regional advertisers would be hiking budgets during the fall season.

The station representatives on the whole are finding their tv business running ahead of last year. One representative firm, Blair-Tv, for example, sees each of the 1959 seasons well above last year.

There is the feeling among some representatives that some of the large agencies temporarily held back on some spot commitments because the money was needed for setting network fall schedules. But the agencies checked on this point produced no evidence to prove it, one media spokesman at an agency going so far as to say, "There's plenty of money."

Other representatives, such as The Katz Agency ("encouragingly ahead of last year"), Peters, Griffin, Woodward ("most active fall") and H-R Representatives ("substantially heavier buying fall season") among them, reported good buying weather ahead.

There is evidence that some advertisers like Procter & Gamble and P. Lorillard with network buys firm are making overtures for fall spot scheduling many months in advance and to

NINE REASONS* WHY:

You miss HALF of the Pittsburgh-Wheeling Tri-State Market... if you are not using WWVA

Personality selling has always been one of the reasons for success of advertising campaigns on WWVA. This picture represents programming designed for the entire family which, with CBS network programming and the famous WWVA Jamboree, can be heard only on WWVA in the Pittsburgh-Wheeling area. On WWVA you buy unduplicated programming which means undivided audience with top ratings. Pulse shows WWVA first by far in average ratings for every time period in this 46-county area of 486,700 radio homes.

*Vivian Miller "*Sundown Serenade*" • Lew Clawson "*Sports Director*" • Jeanne Hamm "*Report to the Women*" • Frank Thompson "*Panorama*" • Dick Reeves "*News Director*" Lee Moore "*Coffee Drinkin' Nitehawk*" • John Corrigan "*1170 Club*" • Lee Sutton "*Home Folks Gatherin'*" • Hard-rock Gunter "*Good Morning Show.*"

"Famous on the local scene"

WWVA

Only fulltime CBS Network Station in PITTSBURGH - WHEELING AREA

See your John Blair man today.

Storer Radio — STORER BROADCASTING COMPANY

WWVA Wheeling | WIBG Philadelphia | WSPD Toledo | WJW Cleveland | WJBK Detroit | WGBS Miami

makers already are asking for fall adjacencies to network shows.

Source of Money • With more money by the millions coming into television, the obvious question is "from where?" Agencies, representatives and trade associations provide the answers which follow in summary form:

The swelling volume is not being hypoed by any general hike in rates but there is a trend detected of a disappearance of the discount or package rate offered advertisers by some stations last year when uncertainty was fed by a recession-caused tightening of advertising budgets. The effect is to boost dollar volume.

Though some money is at the expense of other media, it is not appreciable. On the other hand, total budgets of many advertisers have increased but their use of media other than tv has not kept pace (BROADCASTING, June 1).

There are advertisers new to television to the extent that they had engaged in limited use of the medium but now are getting into it deeper. Examples are Warner Lambert's mushrooming spot for Fizzies, the liquid detergent field where Texize is boldly using the medium (BROADCASTING, June 1), Westclox's entry in network specials, Maypo's expected national distribution (and spot usage).

Sears, Roebuck's plans to build up its tv participation is an outstanding example of a blue chip advertiser emerging from the testing phase. American Motors which had no national money in tv to speak of last year is heavy in spot. Regional Chock Full o' Nuts (coffee distributed in selected markets in the Northeast) doubled its spot tv in a two-year period.

New Products • The field of new products traditionally holds promise for spot — the liquid detergents, again, paced at first by Lestoil and since picked up further in activity by Lever, Colgate and P & G entries. Atlantis Sales' French's Instant Potatoes is another new product example.

Aside from these there is an upping of budgets by such stalwarts as P&G, Colgate, Lever and the auto firms (with the new small car entries promising additional spot in the fall).

Equitable Assurance, never before in tv, is in network; Keepsake Diamonds is buying network; Pan-American Airways and Trans-World Airways are among the airlines taking off with more tv; associations are activating network sales (brewers, cigar industry and retail druggists among them).

Industrial firms have been increasing their use of tv. Aluminum Co. of America (ALCOA) has two network shows now, DuPont *(Show of the Month)* will have a new half-hour weekly network series on the air in the fall. The latter program series is an additional buy for DuPont via one of its divisions. Also American Machine & Foundry is sponsoring two specials next season.

Kraft Foods of National Dairy Products illustrates how some advertisers increase tv budgets. Kraft in the past season sponsored a half-hour show with sister division, Sealtest. Next fall, however, Kraft will sponsor a full hour of Perry Como and Sealtest will be full sponsor of *Bat Masterson.*

Not the least of the indicators of tv's upward push: The automotive industry where car sales are going up and additional Detroit dollars are expected to come starting in the fall. Chevrolet's big spending habits in network tv will be joined by Ford, and by Plymouth to an extent (Steve Allen on NBC-TV).

AFA TOLD: SEEK SELF-IMPROVEMENT

Speakers at advertiser group's convention ask for better public image; Fish discusses AFA's planned Washington office; Proud re-elected

The public's image of advertising was of utmost concern to speech-makers at the 55th annual convention of the Advertising Federation of America last week in Minneapolis (June 7-10).

Among those challenging the industry to improve itself was James S. Fish, vice president and director of advertising of General Mills Inc., who was elected chairman of the board of AFA on the last day of the convention. Mr. Fish listed "education, legislation and public service" as a three-way route to better acceptance of the industry.

Examples of AFA's progress in these three directions were highlighted by Mr. Fish. He told the nearly 800 convention delegates that "the AFA is about to set up an information center in Washington. . . . We are surveying college needs in advertising courses . . . and we will soon be involved in helping to improve high school understanding of the real role of advertising in our economy." In respect to the latter, Mr. Fish pointed to AFA's high school essay contest (worth $500 and a plaque), won this year by Judith Rose Armayor, a Miami Edison High School senior.

In the field of public service, the new AFA chairman called on AFA clubs to set up volunteer pools of experts within the industry to meet community requests for advertising and for support of local public service activities.

Problems of Success • Advertising's very success and size have caused some people to fear it, declared Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, in his convention address. He cited examples of unimaginative, unpleasant, obtrusive, unrewarding advertising that aggravate critics to the point that they build up a case against all advertising. Mr. Cone expressed the hope advertising people can make "all advertising useful, helpful and welcome . . . always welcome."

Mrs. Jean Wade Rindlaub, vice pres-

Honor to Deac • The late Merlin H. (Deac) Aylesworth, pictured here as he appeared in the thirties, was named last week to the Advertising Hall of Fame, sponsored by the Advertising Federation of America. The first President of NBC, (1926-36), Mr. Aylesworth was the first executive officer of the then new radio medium. He instituted broadcast and advertising policies which continue to guide the industry today. Mr. Aylesworth's posthumous award was accepted by Walter Scott, NBC vice president. The pioneer broadcaster died in 1952. Also added to the honor list of advertising men was Kerwin H. Fulton, first president of the General Outdoor Advertising Co.

DUKE ELLINGTON

and his world famous orchestra

Duke Ellington records for COLUMBIA RECORDS

SESAC RECORDINGS adds still another outstanding personality . . .

"Designed for repeated listening" and for the best in programming, SESAC RECORDINGS fill your every music need effectively and inexpensively.

For full information and audition material

WRITE! WIRE! PHONE!

SESAC INC. 10 COLUMBUS CIRCLE NEW YORK 19, N. Y.

The WGAL-TV AUDIENCE is GREATER THAN the combined audience for ALL OTHER STATIONS in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

desirable as a *Star Sapphire*

WGAL-TV

STEINMAN STATION • Clair McCollough, Pres.

LANCASTER, PA.

Channel 8 • NBC and CBS

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

ident, BBDO, New York, told the assemblage that advertisers have to find their way back to main street if they are to be successful in the years ahead. Mrs. Rindlaub reported on opinions obtained from residents of Sauk Centre, Minn., the locale of Sinclair Lewis' *Main Street*.

She concluded that advertising needs an honest, simple, humble approach that creates the friendly feeling of "discussion over a back yard fence."

Speaking at AFA's public service awards luncheon, John C. Cornelius, president of the American Heritage Foundation and former executive vice president of BBDO, advised the group to improve the standards of advertising and to get involved in politics. "We image experts had better pay more attention to the image of the advertising business," Mr. Cornelius stated. His remarks were based on a survey of 100 of the nation's thought leaders for their comments on public service advertising. Only eight, he said, were aware of this type of work done by the industry.

Need For Efficiency • The key problem in the advertising industry, according to R.J. Keith, executive vice president of the Pillsbury Co., is to maintain an adequate rate of return in the face of increasing costs and expenditures. Mr. Keith cited three opportunities to increase advertising efficiency—research, creativity and media. The most complex challenge is presented by media, he said. Advertisers and media must work to keep media strong, virile and independent of economic pressure. Next, media must lick the production

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending May 10

TOTAL AUDIENCE†

Rank		No. homes (000)
1.	Gunsmoke	17,444
2.	Emmy Awards—10:45 p.m.	16,999
3.	Emmy Awards—10:00 p.m.	16,465
4.	Wagon Train	16,287
5.	Danny Thomas	14,285
6.	Rifleman	14,240
7.	Have Gun, Will Travel	14,240
8.	I've Got a Secret	13,751
9.	Zane Grey Theatre	13,528
10.	Cavalcade Of Sports	13,528

Rank		% homes*
1.	Gunsmoke	40.1
2.	Emmy Awards—10:45 p.m.	38.9
3.	Emmy Awards—10:00 p.m.	37.6
4.	Wagon Train	37.5
5.	Rifleman	33.4
6.	Danny Thomas	32.8
7.	Have Gun, Will Travel	32.7
8.	Zane Grey Theatre	31.5
9.	I've Got a Secret	31.4
10.	Cavalcade Of Sports	31.2

AVERAGE AUDIENCE‡

Rank		No. homes (000)
1.	Gunsmoke	16,421
2.	Emmy Awards—10:00 p.m.	14,819
3.	Emmy Awards—10:45 p.m.	14,552
4.	Have Gun, Will Travel	13,395
5.	Danny Thomas	13,261
6.	Rifleman	13,217
7.	Wagon Train	12,994
8.	I've Got a Secret	12,549
9.	Zane Grey Theatre	12,104
10.	Father Knows Best	12,015

Rank		% homes*
1.	Gunsmoke	37.8
2.	Emmy Awards—10:00 p.m.	33.9
3.	Emmy Awards—10:45 p.m.	33.3
4.	Rifleman	31.0
5.	Have Gun, Will Travel	30.7
6.	Danny Thomas	30.4
7.	Wagon Train	29.9
8.	I've Got a Secret	28.6
9.	Zane Grey Theatre	28.2
10.	Red Skelton	27.7

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

PULSE

TOP 20 NETWORK PROGRAMS

Tv report for March-April

Once A Week	Rating April	Rating March
Gunsmoke	31.5	33.3
Wagon Train	31.5	32.0
Perry Como	31.2	32.2
Playhouse 90	28.8	28.0
Danny Thomas	27.7	28.3
Rifleman	27.3	26.5
Maverick	27.1	29.2
Loretta Young	27.0	27.5
77 Sunset Strip	25.7	24.8
Alfred Hitchcock	25.5	26.2
Have Gun Will Travel	25.2	27.1
Chevy Show	24.9	24.5
Peter Gunn	24.9	
Wyatt Earp	24.9	
Ann Sothern	24.7	
Lucy-Desi Show	24.7	
Wells Fargo	24.7	24.6
Father Knows Best	24.6	25.0
Restless Gun	24.6	24.0
Ed Sullivan	24.3	
Perry Mason	24.3	25.2

Multi-Weekly	Rating April	Rating March
CBS News-Edwards	12.1	12.0
American Bandstand	11.1	11.4
Jack Paar Show	10.1	8.9
Price Is Right	10.0	10.2
Concentration	9.6	9.6
Guiding Light	9.6	9.6
Mickey Mouse Club	9.4	9.8
Search For Tomorrow	9.4	9.5
NBC News	9.4	9.3
Adventure Time	8.9	9.2

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Adventure Time (ABC-120): various sponsors, Tues. and Thurs. 5:30-6 p.m.

American Bandstand (ABC-104): various sponsors, Mon.-Fri. 4-5:30 p.m.

At the Movies (NBC-171): Rexall (BBDO), Sun. May 3, 10-11 p.m.

Cavalcade of Sports (NBC-173): Gillette (Maxon), Fri. 10 p.m.-conclusion.

CBS News-Edwards (CBS-158): various sponsors, Mon-Fri. 7:15-7:30 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Concentration (NBC-152): various sponsors, Mon.-Fri. 11:30 a.m.-noon.

Emmy Awards (NBC-170): Benrus (Grey), Procter & Gamble (Grey), May 6th, 10-11:30 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott (JWT), Mon. 8:30-9 p.m.

Zane Grey Theatre (CBS-153): S. C. Johnson (B&B), General Mills (B&B), Thurs. 9-9:30 p.m.

Gunsmoke (CBS-146): Liggett & Myers (D-S-F), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Guiding Light (CBS 129): Procter & Gamble (Compton). Mon.-Fri. 12:45-1 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-183): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-173): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lucy-Desi Show (CBS-122): Westinghouse (M-E), Mon. 10-11 p.m.

Maverick (ABC-136): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Mickey Mouse (ABC-120): various sponsors, Mon., Wed. and Fri. 5:30-6 p.m.

NBC News (NBC-130): various sponsors, Mon.-Fri. 6:45-7 p.m.

Jack Paar (NBC-135): participating sponsors, Mon.-Fri. 11:15 p.m.-1 a.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Peter Gunn (NBC-190): Bristol-Myers (DF&S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-156): various sponsors, Mon.-Fri. 11-11:30 a.m.

Rifleman (ABC-152): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Restless Gun (NBC-146): Procter & Gamble (Burnett), Sterling Drug (D-F-S), Mon. 8-8:30 p.m.

Search For Tomorrow (CBS-132): Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

77 Sunset Strip (ABC-132): American Chicle, Whitehall, and Carter Products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Red Skelton (CBS-171): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ann Sothern (CBS-192): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan (CBS-179): Eastman-Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Co. (M-E). R. J. Reynolds (Esty), Ford Motor Co. (JWT), Wed. 8:30-9 p.m.

Wells Fargo (NBC-194): Buick (M-E), American Tobacco (SC&B), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Wyatt Earp (ABC-142): Procter & Gamble (Compton), General Mills (D-F-S), Tues. 8:30-9 p. m.

Loretta Young (NBC-145): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

PGW
C-I-C

THE PGW COLONEL SAYS:

"The C.I.C. is a V.I.P. at PGW"

Every station represented by **PGW** has a C.I.C. . . . a "Colonel-in-Charge" who is that station's special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, Anne Howard's PANORAMA, most popular women's show in the area, has an average daily rating of 14.7, and delivers viewers for only 82 cents per M on a 10 Plan; $1.05 on a 5 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at PANORAMA and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

1

United Press International news produces!

problems which result from attempting to meet today's business conditions with yesterday's production technology, Mr. Keith opined.

Rep. Bob Wilson (R-Calif.) urged advertisers to speak up against unfair attacks and unfair legislation. The congressman, who also is a partner in the San Diego agency of Champ, Wilson & Slocum, looked at the establishment of an AFA office in Washington as a step toward fulfilling a long time need for advertising to answer the challenges to its own operations. Right now, Rep. Wilson pointed out, Pennsylvania Ave. is a bothersome detour between Madison and Main.

John J. Ryan, New York state assemblyman and legal counsel for the AFA, in his address before the annual business session, described recent attacks on advertising made by various government levels. The advertising profession must voice opposition to dangerous legislative encroachments, he declared. "The most effective method of influencing legislation yet devised is still the simplest — direct communication between John Doe, citizen, and his elected representative," Mr. Ryan suggested.

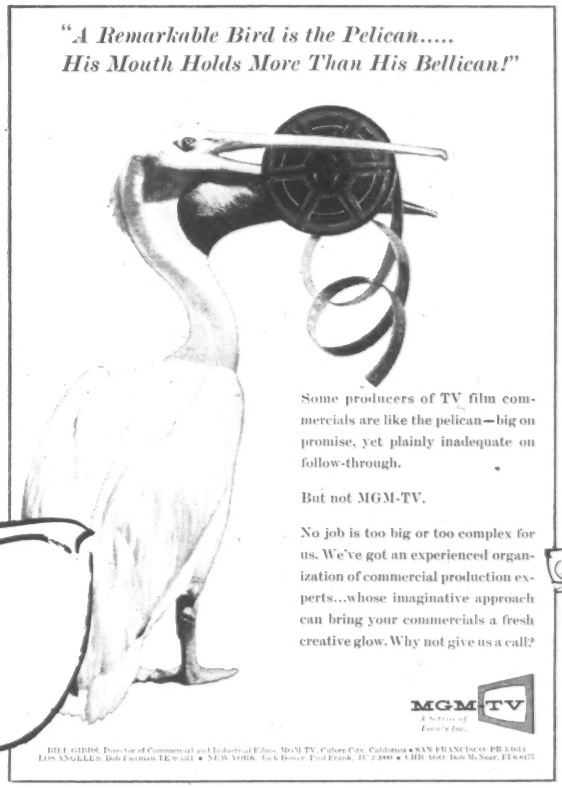
On June 7 AFA's board of directors voted unanimously to establish not later than September a full-time staff and office in Washington, D.C., as a prelude to the move of general headquarters from New York to Washington on or prior to Sept. 1, 1960. A branch office in New York City would be maintained (see story, page 32).

Other convention developments included the founding of the American Academy of Advertising for the purpose of stimulating exchange of advertising information between educators and practitioners. H.W. Hepner, head of the Syracuse U. School of Business, was elected the academy's first dean.

Greetings From White House • President Eisenhower wired his personal congratulations to the winners of AFA's first public service awards which were presented in Minneapolis to Thomas D'Arcy Brophy, former chairman of the board of Kenyon & Eckhardt, New York, and Samuel C. Gale, former vice president and advertising director of General Mills Inc., Minneapolis. The President added his best wishes for a fine convention.

The AFA, which embraces 131 local clubs, including more than 50,000 members, cited 20 individual clubs for their outstanding achievement in various fields of public service. Advertising clubs winning dual awards were those from Pittsburgh, Oklahoma City, St. Louis and Milwaukee.

Election of officers • Officers to serve under AFA President C. James Proud, who was re-elected for the next year.


"A Remarkable Bird is the Pelican.....
His Mouth Holds More Than His Bellican!"
Some producers of TV film commercials are like the pelican—big on promise, yet plainly inadequate on follow-through.
But not MGM-TV.
No job is too big or too complex for us. We've got an experienced organization of commercial production experts...whose imaginative approach can bring your commercials a fresh creative glow. Why not give us a call?
MGM-TV
BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV, Culver City, California • SAN FRANCISCO: PR 5-1613
LOS ANGELES: Bob Fierman TE 0-3311 • NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477

THE PELICAN AND THE LION

A MADISON AVENUE TALE...WITH A MORAL

Once upon a time, an adwriter when faced with the task of graphically illustrating the superiority of MGM's facilities for producing TV film commercials, thought he was mighty clever when he decided to draw a parallel between MGM-TV and a rare old bird called a pelican.

It would be visually compelling, he thought, and a line he remembered from Bartlett's Familiar Quotations: (A remarkable bird is the pelican, his mouth holds more than his bellican) seemed to be equally compelling. And so he wrote an ad that compared some producers of TV commercials with the pelican (lower case p) whose mouths were big, but whose facilities for delivering the goods were limited.

Now, little known to this copywriter, there was a very successful and reputable animated film producer named Pelican (capital P).

When they saw his ad they were shocked... and rightly so! For this copywriter had in all his innocence cast aspersion on their good name.

And so the adwriter was very sorry and MGM-TV was very sorry. They hadn't meant to deprecate either the creativity or the facilities of this reputable animation producer.

As it happens, MGM-TV is not in the animated commercial business and hadn't meant to take a swipe at any animated commercial producers.

THE MORAL OF THE TALE:

It's better to tell the world how good you are . . . positively, rather than by negative example (i.e., We think our commercial department is the very best) . . . because what starts out to be an innocent reference to a pelican, may well turn into an embarrassing bird.

MGM-TV

BILL GIBBS,
Director of Commercial
and Industrial Films

LOS ANGELES: Bob Fierman, TE 0-3311 • SAN FRANCISCO: PR 5-1613
NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477

were named at the convention. George W. Head, manager, advertising and sales promotion, National Cash Register Co., Dayton, Ohio, was re-elected vice president and chairman of the AFA Council on Advertising Clubs. Also re-elected was Philip E. Nutting, New England advertising manager, *Holiday* magazine, Boston, for a second term of one year on the council and as a vice president. Lee Fondren, station manager and director of sales, KLZ Denver, was elected to a vice president's post for the first time. Bonnie Dewes, vice president, D'Arcy Adv. Co., St. Louis, was re-elected a vice president and chairman of the Council on Women's Advertising Clubs.

Nine advertising executives were elected or re-elected to AFA's 58-member board of directors for two-year terms. Those named for the first time are: J. Davis Danforth, executive vice president, BBDO, New York; Albert N. Halverstadt, manager, production division, Procter & Gamble, Cincinnati; Burton E. Hotvedt, vice president, Klau-Van Pietersom-Dunlap Inc., Milwaukee; Bill McDade, partner, Judd Adv. Co., St. Louis; and Charles B. Ryan Jr., vice president, Firestone Rubber Co., Akron.

Directors re-elected: Leo Burnett, chairman, Leo Burnett Co., Chicago; John P. Cunningham, chairman, Cunningham & Walsh Inc., New York; Dr. Melvin S. Hattwick, director of advertising, Continental Oil Co., Houston; and Perry L. Shupert, vice president, sales and advertising, Miles Labs, Elkhart, Ind.

AFA PLANS POTOMAC CAMPSITE

Move from Gotham to come by September

The Advertising Federation of America in a move to establish closer contact with activities of the federal government, is moving its headquarters from New York to Washington.

AFA's board of directors voted unanimously to establish a Washington office and staff, not later than September 1959, and to move the Federation's general headquarters by September 1, 1960. A branch office will be kept open in New York.

Robert M. Feemster, AFA board chairman, in announcing AFA's decision, said the move was based on several reasons.

He said, in Washington AFA (a national organization) will be in closer touch with many business groups with whom it works closely. He mentioned the U.S. Chamber of Commerce and the Federal Trade Commission as examples. Also, he continued, Washington is a gathering point for national and international information, which AFA can pass on to its members.

The new AFA office was described as "an embassy in the nation's capital for all advertising, serving as a center for both information and communication with government and back to all segments of business concerned with advertising."

In recent years, the advertising business has been seriously concerned with an increasing number of governmental attempts, at both local and national levels, to impose restrictions on its operations (also see EDITORIAL, page 106).

Grant to aim Dart at public for Dodge

The appointment of Grant Adv., Chicago, as agency for the new Dodge Dart line of automobiles (BROADCASTING, June 8) was confirmed last week. Though no details were available, it was reported that the Dart advertising budget would be added to the Dodge division line for a total of about $20 million.

M. C. Patterson, general manager of the Dodge car and truck division, said the Dart will be introduced as part of Dodge's 1960 passenger cars and will be sold through Dodge dealers. He added:

"Because all products will carry the Dodge name, dealers will be able to stage more unified advertising and promotion campaigns."

Estimates are that about $16 million had been earmarked to advertise the regular line of Dodge passenger cars during 1960-61 and about $4 million has been added because of the introduction of the Dodge Dart. But company spokesmen could not say at this time what proportion of the entire budget would be allocated to the Dart. The primary effort of the Dodge division is the hour-long *Lawrence Welk Show* on ABC-TV and part of the advertising thrust on the program will be on behalf of the Dodge Dart.

The Dart is a compact car with a wheel-base of 118 inches and will compete with other cars in the low-price field.

New research network

Reach, McClinton & Co., New York, has established a nationwide research network with headquarters in the agency's New York office. Six permanent branch offices in key cities will be maintained. The network will "enable us to conduct research projects in the speediest and most economical manner possible," Paul Keller, research director, says. The cities: Chicago, Boston, Los Angeles, Houston, Minneapolis and Jacksonville. Project director for the network is Barbara Marsak, according to the agency.

RADIO PREVIEW:

Now 'hear' this • A media-mixup brings humor to the latest radio spot campaign for Plymouth automobiles. The announcer, evidently a fugitive from tv work, addresses the radio audience as if it were a tv audience. He is constantly chided by a voice which, to little avail, attempts to set him straight regarding the medium employed. Despite the whispered corrections, the announcer keeps lapsing back into the jargon of television announcing. Text of one of the two such scripts audible from mid-May through June in 35 markets at a frequency of 15 to 20 times per week:

ANNOUNCER: (very pontifical) Hello, friends of television land. . . .

WHISPERING VOICE: (breaks in) . . . This is radio.

ANNOUNCER: Uhh, uhh, I would like to show your viewers that although the prices of the three top selling low-priced cars are about the same, Plymouth has a big difference.

WHISPERING VOICE: You're on radio, not television.

ANNOUNCER: Yes, uhhh, the great radio . . . uhh, I mean the big difference shows in Plymouth styling. See this beautiful sport-deck. Only Plymouth, in its class, offers it.

WHISPERING VOICE: They can't see it; this is radio.

ANNOUNCER: Shhhh! And this style is just part of the big difference. Plymouth has the big difference in features too, such as these new option swivel seats and push-button drive and heat controllers; and Plymouth has the big difference in its torsion aire ride also. Just watch how easily Plymouth takes this road.

WHISPERING VOICE: They can't see it.

ANNOUNCER: They can't see how Plymouth does it so smoothly. Uhhh, the other lower priced cars can't see it, that is. But you will when you take a two-mile trial run at your Plymouth dealer. Do it today, won't you. . . . Let me see, where was I?

WHISPERING VOICE: You're on radio!

ANNOUNCER: Oh, yes, Plymouth has a fine radio—be sure and try it.

Creators of this organized misunderstanding: Pat Gallagher and Frank Hopkins, N.W. Ayer & Son, Detroit.

YOU CAN'T MAKE LOVE BY LONG DISTANCE

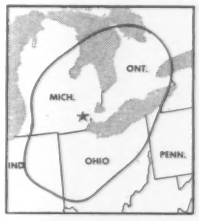
Proximity—that's what it takes to win a woman. And that's what it takes to win and hold an audience. This is the simple, logical reason why WJR has ended its network affiliation in favor of its own programming.

Our audience is our first concern. Serving the most people in the most acceptable way calls for programming that's tailor-made to suit the many varied tastes of our listeners. That's what we call complete-range programming . . . programming with something for everyone.

On WJR today there are an impressive number of new programs —new services—new voices. But actually, these new programs are simply an extension of our long-standing, well-accepted philosophy of something for everyone.

It adds up to this—we are providing the 17 million folks in WJR's area with a more interesting, exciting and varied program service than ever before.

In this way we not only serve our listeners but our sponsors better. With WJR's new complete-range programming, the advertiser gets an even larger, more responsive audience. See your advertising manager, agency or Henry I. Christal representative.



WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

WPIX (TV) ad plan gives sponsor 'Impact'

A whole evening's worth of product protection instead of the standard 15 minutes, plus "de-commercialization" of station breaks, is the appeal WPIX (TV) New York is offering six advertisers under its new "Night of Impact" plan. It works like this:

The 7:30-11 p.m. period of Wednesday ("mystery night" under WPIX block-night programming) is sold to a restricted list of six products, all noncompeting. Each advertiser gets two half-sponsorships of programs plus one 60-second station break each week. Both program and break times rotate over a period of weeks. Also, the station has eliminated all 10- and 20-second spots as well as station promos during the breaks. The package sells at straight card rates.

Six products of three advetrisers are now in on the "night of impact" plan for the initial 13-week run: L&M cigarettes (Liggett & Myers through Dancer-Fitzgerald-Sample), Spic and Span (Procter & Gamble through Young & Rubicam), and four Bristol-Myers products: Ipana and Vitalis (Doherty, Clifford, Steers & Shenfield), Bufferin (Young & Rubicam) and Ban (BBDO).

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 4-10 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 4	Playhouse 90 (9:30 p.m.)	CBS-TV	23.8
Fri., June 5	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.3
Sat., June 6	Gunsmoke (10 p.m.)	CBS-TV	24.2
Sun., June 7	What's My Line (10:30 p.m.)	CBS-TV	26.6
Mon.. June 8	Lucille Ball-Desi Arnaz (10 p.m.)	CBS-TV	25.2
Tue., June 9	Rifleman (9 p.m.)	ABC-TV	17.8
Wed., June 10	Circle Theatre (10 p.m.)	CBS-TV	18.3

Copyright 1959 American Research Bureau

• Business briefly

Time sales

• The Philip Morris Co., N.Y., for Marlboro cigarettes, will be an alternate-week sponsor of *Troubleshooters* (NBC-TV Fri. 8-8:30 p.m.). The new adventure series, starring Keenan Wynn and former Olympic star Bob Mathias, begins next fall. Agency: Leo Burnett, Chicago.

• The General Electric Co., N.Y., through Maxon Inc., has renewed *G-E College Bowl* (CBS-TV Sun. 5:30-6 p.m.) for next season. The weekly quiz, on which college students compete for scholarship funds for their respective institutions, had its debut last fall. It concludes the current season June 28, returning Oct. 4.

• ABC Radio announces renewal of the *Old Fashioned Revival Hour* (Sun. 4-4:30 p.m.) by the Gospel Broadcasting Assn., L.A., through R.H. Alber Co. there. In addition, the U.S. Pharmacal Co., Glenside, Pa., through Gresh & Kramer, Phila., will be a participating sponsor of the *Breakfast Club* (Mon.-Fri. 9-10 a.m.) effective July 1.

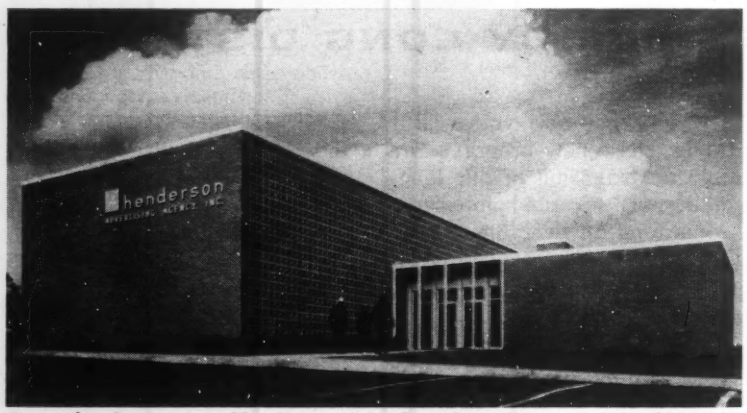
• The Texas Co., N.Y., Texaco petroleum products, has signed for full sponsorship of NBC-TV's *The Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.), starting June 29. The order for the program, which will be retitled *Texaco Huntley-Brinkley Report*, is the biggest order for news ever placed by a single sponsor, the network announced. The news show will continue under the supervision of William R. McAndrew, vice president, NBC News, with Reuven Frank as producer and Eliot Frankel as associate producer. Cunningham & Walsh Inc., N.Y., is Texaco's agency.

• E. I. du Pont de Nemours Co., Wilmington, Del., in addition to its purchase of *The June Allyson Show*, which starts Sept. 21 on CBS-TV (Mon. 10:30-11 p.m.), has renewed its sponsorship of the *du Pont Show of the Month* for the 1959-60 season on the same network, starting Sept. 28. Du Pont's agency: BBDO.

• American Airlines, N.Y., has renewed sponsorship of its *Music 'Til Dawn* program over WCBS New York, WBBM Chicago, KNX Los Angeles, KCBS San Francisco, WEEI Boston and WTOP Washington, effective immediately, on a six-day basis, starting at 11:30 p.m. and continuing through 5:30 a.m. or 6 a.m. weekdays and on Saturdays until 6:30 a.m. or 7 a.m. Agency: Young & Rubicam, N.Y.

• Colgate-Palmolive Co., N.Y., will sponsor a Friday night western anthology series titled *Colgate Western Theatre* starting July 3 and continuing through Sept. 4 on NBC-TV (9:30-10 p.m. EDT). Programs, previously presented on various other tv series, take the spot of *The Thin Man* which ends its current stand on June 26. Series was ordered through Ted Bates & Co., N.Y.

• ABC-TV reports group of renewals by sponsors of its daytime programming and the signing of a new advertiser. Block Drug Co., Jersey City, through Sullivan, Stauffer, Colwell & Bayles. N.Y. (CLOSED CIRCUIT, June 8). Advertisers who renewed include Johnson & Johnson, Drackett Co., Beech-Nut Life Savers and General Food Corp., all through Young & Rubicam, N.Y.: Armour & Co. and Lever Bros., both



Open for business • Henderson Adv. Inc. formally opened its $200,000 Greenville, S.C., building in June 4-5 ceremonies. Civic-state officials, business leaders and clients attended the proceedings, a half-hour of which was telecast live by WFBC-TV Greenville and later by WSPA-TV there and WLOS Asheville, N.C.

Features of the two-story building include exterior walls of veil block, a tv theatre in the Radio-Tv Dept. (that incorporates the latest video-sound equipment) and a test kitchen.

THERE'S A NEW TOP TWO IN TELEVISION!

It's not just a trend any longer.

Now the margin is clean-cut, decisive, even overwhelming. ABC-TV and the other top network, between them, own the No. 1 ratings in 36 out of 42 evening half hours (17 for ABC, 19 for the other top net). The third network is first in only 6 half hours.

The same Top Two dominate the evening share of audience averages. They're both comfortably above 30—ABC with 31.4, the other top net with 32.9. The third network's average is 26.8.

On one score, ABC stands all alone. It has the highest average share of audience four out of seven nights a week—more than the other two networks combined!

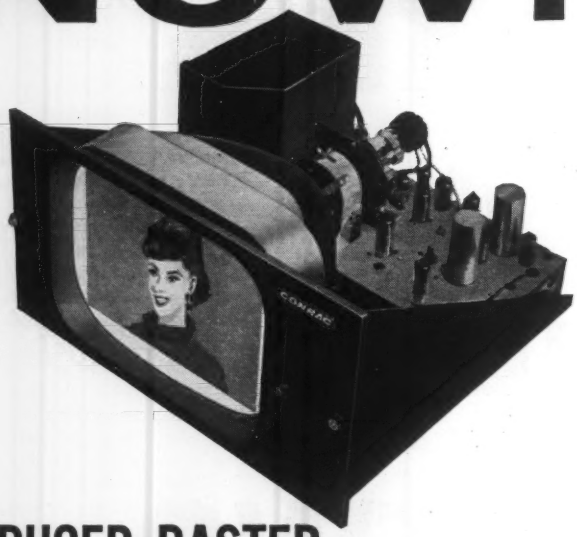
A *new* Top Two, did we say? Actually, it's been that way for some time now. It's just that now it looks so permanent.

Go right to the TOP—go...

ABC TELEVISION

Source: Nielsen 24-Market TV Report, week ending May 31, 1959, average share of audience, Sun-Sat. 7:30-10:30 P.M., all commercial programs.

NOW!

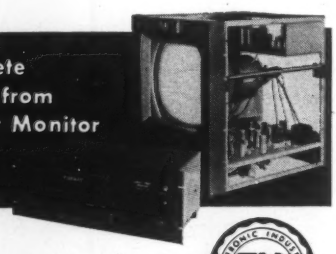


REDUCED RASTER FEATURE on CONRAC UTILITY MONITORS!

Improved versions of the Conrac "CF", "CK" and "CL" series utility monitors now being delivered include an important improvement—raster size reduction. This feature, previously available only on the most expensive monitors, permits operation at reduced picture size—showing all four corners—by simply changing two connections.

Of particular interest to present users of Conrac Monitors is the fact that this new feature can be easily incorporated in any 70° Conrac Monitor manufactured since 1951. This includes all CB, CF, CK and CL models. Modification kit with complete instructions is available at nominal cost. Write for complete information.

Conrac manufactures a complete line of monochrome monitors from 8 to 27 inches, the CH21B Color Monitor and an Audio-Video Receiver.



ELECTRONIC INDUSTRIES ASSOCIATION EIA MEMBER

CONRAC, INC.

Makers of Fine Fleetwood Home Television Systems

Dept. K
Glendora,
California

Telephone: Covina, California, EDgewood 5-0541

through Foote, Cone & Belding, N.Y.; and Toni Co., Chicago, through North Adv., Chicago.

• Hamady Bros. Food Markets and Yankee Stores, both Flint, Mich., have bought all the hourly newscasts of WTAC Flint for 52 weeks. Of the total 6,552 newscasts, Hamady sponsors 84 a week and Yankee 42 a week.

• Buick Motor Div. of General Motors Corp., Flint, Mich., will sponsor four 90-minute dramatic programs based on the writings of Ernest Hemingway on CBS-TV during the 1959-60 season, it was announced Monday (June 8) by William Hylan, CBS-TV vice president of sales administration. The only program date named is Thursday, Nov. 19 in the 9:30-11 p.m. time period. None of the Hemingway properties has been selected, the network reported. Buick's agency: McCann-Erickson Inc., New York.

Agency appointments

• General Mills (Betty Crocker dessert mix products) and International Latex Corp. figure in new agency appointments. General Mills named BBDO to handle six new dessert mixes with a billing of some $3 million a year. Other Betty Crocker products are handled by BBDO which now ups its General Mills account to the $10 million level. Tv advertising is part of the media plan. Latex has designated Reach, McClinton, N.Y., to handle a new Playtex product soon to be announced (agency already has Playtex bras, baby pants, Drypers and household gloves and Isodine products). Ted Bates now receives Playtex girdles (spot tv advertiser) from Reach starting Sept. 1.

• The New Bedford, Wodds Hole, Martha's Vineyard & Nantucket Steamship Authority names Allenger Adv., Brookline, Mass.

• Fairmont Foods Co., Omaha, names Allen & Reynolds there.

• John B. Canepa Co. (Red Cross macaroni, spaghetti products), Chicago, appoints Lilienfeld & Co., same city, to handle its account effective immediately. Company has been using radio and television.

• Reach, McClinton & Pershall, Chicago, resigns Candy-Gram Inc. (candy by wire) account, same city, because of product conflict involving another client. Over half a dozen agencies, including The Buchen Co., Chicago, are under consideration. The company, founded earlier this year, has confined advertising mostly to print.

• Also in Advertising

• Welch, Collins & Mirabile Inc. and

James B. Rogers Assoc., both Baltimore agencies, announce their association as Rogers & Collins Inc. New agency will occupy present Rogers offices at 2317 Maryland Ave., Baltimore 18.

• The first annual $1,000 Broadcasting Executives Club of New England scholarship has been awarded. The winner will major in broadcasting at Boston U.'s School of Public Relations & Communications.

• Promotion Assoc., advertising-pr firm, formerly located in dual offices at 120 N. Pitt St., Alexandria, Va., and 734 15th St., N.W., Washington, D.C., has moved to new and enlarged offices in the Headquarters Bldg., 2000 P St., Washington. Telephone: Adams 2-0100.

• Griswold-Eshleman Co., Cleveland, is moving from 1400 Terminal Tower to 55 Public Square Bldg.

• A bill to prohibit subliminal advertising by radio or television in California has been sent to an interim committee of the State Assembly, effectively killing it until the next legislative session two years hence. Same fate was met by two measures on pay television, one to bar making a charge for any tv program in one part of the state if it is shown free in another, the second measure to require pay tv companies to secure state certificates before beginning operations. These bills were opposed by the Screen Actors Guild and the Hollywood AFL Film Council, who view pay tv as an additional source of employment for performers as well as by firms interested in entering the business of subscription television.

• At least half a dozen agencies were in process of preparing presentations last week for Oscar Mayer & Co. (meat products) account, being cut adrift from Wherry, Baker & Tilden (soon to become Baker, Tilden, Bolgard & Barger). No immediate decision is expected. Account billed about $1.5 million with a substantial share in broadcast media.

• Col. Ted Deglin of Ted Deglin & Assoc. Inc., commanding officer of a newly formed Army Reserve public information unit, has announced that openings are available to reserve officers with civilian background in advertising, copywriting, newswriting, public relations, radio and television. The unit, which meets 24 nights a year, advises and executes special projects for the Dept. of the Army and the First United States Army. Resumes of civilian and Army experience should be sent to Col. John J. Kelly, chief information section, Headquarters First U.S. Army, Governors Island, N.Y.

KLZ-RADIO SHOWS *First* IN SURVEY AFTER SURVEY!

Personalities such as these make KLZ the Denver leader!

Starr Yelland #1

An estimated 10,000 ADULT listeners have participated ON THE AIR in Starr's "Party Line" beep-phone public opinion show—and it's still going strong!

PARTY LINE
8:05-9:00 P.M.

Pat Gay #1

Every woman loves to talk—and every woman likes to "eaves drop" on phone conversations—all are satisfied on Pat's show where both sides of the conversation are heard on the air.

The PAT GAY SHOW
12:10-12:45 P.M.

Art Gow #1

Housewives by the thousands have talked with Art ON THE AIR through unique beep-phone showmanship arrangement and Art has played their *live music* requests as fast as they come up—he's still doing it!

The ART GOW SHOW
10:05-11:00 A.M.

LET THESE KLZ AIR SALESMEN SELL FOR YOU!

Call your KATZ man or Lee Fondren, Denver

KLZ-Radio

560 ON THE DIAL IN DENVER

CBS FOR THE ROCKY MOUNTAIN AREA

NAB BOARDS TO TACKLE PROBLEMS

Tv Code's Preparation H hassle and tv's p.' high on agenda

NAB's three-ply boards of directors, meeting in Washington this week, face the trickiest public relations tangle in years.

Three problems will confront the Tv, Radio and Joint Boards at their Mayflower Hotel sessions:

• Launching of the biggest public relations project in broadcasting history —a campaign to improve the public's appreciation of television.

• Reorganization of the public relations operation at NAB's Washington headquarters. This is entirely separate from the tv campaign but the two had a common origin—the NAB Chicago convention in March.

• Review of the whole Tv Code structure as the separate Tv Code Review Board's attempts to enforce a ban against commercials for Preparation H are being met with some resistance.

The annual June directors' schedule opens today (June 15) with a meeting of the Code board, headed by its new chairman, Donald H. McGannon, Westinghouse Broadcasting Co., who assumed office during the spring.

While the code unit operates with secrecy, it's understood a group of tv stations received formal notice they would lose the code seal unless they drop Preparation H before the top-drawer NAB Tv Board meets Wednesday (June 17). Those desiring a hearing are entitled to appear at the Wednesday meeting. This procedure was followed last April 30 when the Tv Board lifted the seal from "several stations" (reportedly eight) after more than a dozen had been given final warning.

A Dilemma • Today's Code Board meeting may assume make-or-break proportions. As many as 75 tv station subscribers to the code have been known to carry Preparation H.

The problem boils down to this dilemma—should the code board bump every station that carried Preparation H; or should it say the product isn't sufficiently objectionable to justify potential industry mutiny and therefore the crackdown should be abandoned?

If the code board votes to get tough, and the Tv Board carries out the recommendation, another problem is faced —possible withdrawals by irked stations from association membership. One station, WMTW (TV) Poland Spring, Me., announced it had quit NAB over the Code Board's Preparation H action and a midwest multiple owner (2 vhf tv's, 2 am) dropped out for the same reason (CLOSED CIRCUIT, June 8).

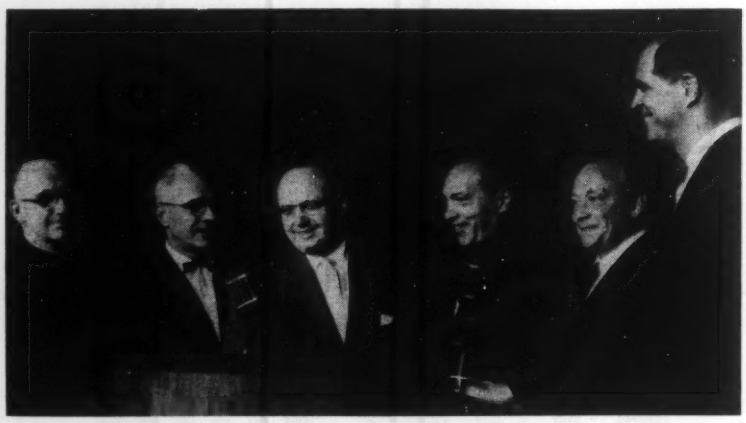
Information Program • The Tv Board will find less feuding when it takes up the Tv Information Campaign. A special five-man board committee, headed by Clair R. McCollough, Steinman stations, will hold a dinner meeting tomorrow (June 16). It will review a detailed report on plans for a national public relations campaign that may run close to $700,000 a year. This is roughly seven times the total budget of the NAB headquarters public relations operation, including publications, industry services and publicity material.

The five-man committee will submit its findings to the TV board Wednesday with recommendations for action. On the committee with Chairman McCollough are C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S.C., and Willard E. Walbridge, KTRK-TV Houston.

High feeling that something drastic had to be done to cope with misunderstanding of tv's programming and service and to promote appreciation of the medium in a period of intense competition with printed media was heard at the NAB March convention. The result was formation of a working committee headed by C. Wrede Petersmeyer, Corinthian Stations, to get a public relations program on the drafting board. At an April 30 meeting the Tv Board voted unanimously "to carry on a vastly increased industry-wide public information campaign" (BROADCASTING, May 4).

Dissatisfaction • Tied into the thinking of some directors who sponsored the public relations campaign was dissatisfaction with the way this job was being handled at NAB headquarters. This was followed in mid-April by the resignation of Donald N. Martin as public relations assistant to President Harold E. Fellows, effective June 19, when the Joint Board wind up this week's proceedings. Mr. Martin has announced formation of a public relations firm.

At the time Mr. Martin resigned, President Fellows made an oblique reference to the limited scope of the headquarters public relations functioning. He said Mr. Martin's office had "a comparatively modest appropriation" and operated "within the framework of NAB policy as established by the Board of Directors." He credited Mr. Martin with



Dedication platform • On the speakers' dais at the dedication ceremonies of WXYZ-AM-FM-TV Detroit's new $4 million facilities (BROADCASTING, June 8) (l to r): the Very Rev. Celestine J. Steiner, president of the U. of Detroit; Donald L. Swanson, mayor of Southfield, Mich.; Louis C. Miriani, mayor of Detroit; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.; James G. Riddell, ABC vice president-Western Div., and G. Mennen Williams, governor of Michigan.

WE'RE BUSIER THAN EVER
IN THE LAND* OF

Profitunity

* The big, rich, 26-county WFLA-TV sales area.

Everyone is selling more of everything in the Land of Profitunity! And with good reason! In the big eight years, 1950-1958, population in this 26-county market is up 61%; retail sales have rocketed 131% and food sales an amazing 146%!

Get your share of this great profit opportunity—spot your service or product on WFLA-TV—dominant *in the Land of Profitunity!*

For *all* the facts, write us today.

Figures from Sales Management 1959 Survey of Buying Power.

wfla-tv CHANNEL **8** NBC
TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

important achievements in industry promotion, including speakers guides as well as radio and tv jingles and slogans.

The Joint Boards face the public relations reorganization Friday. They are expected to discuss the matter of a successor to Mr. Martin and must decide if the entire association public relations effort is to be given the financial support needed for a major expansion.

Many other topics are on the board agendas, including such legislative proposals as amendment of Sec. 315 (equal time), the spectrum, federal regulation of broadcasting, educational tv and amendment of the labor law.

Efficiency Report • A report will be heard on a $15,000 investigation of NAB's efficiency and its utilization of a $1 million budget. The consulting firm of Stewart, Dougall & Associates has been contacting broadcasters around the country.

Plans for the NAB autumn regional meetings and the annual convention to be held April 3-7, 1960 in Chicago will be considered. The General Fund Finance Committee and Tv Finance Committee meet tomorrow. Respective chairmen are Merrill Lindsay, WSOY Decatur, Ill., and Mr. Lane.

Reports will be received from a number of NAB standing committees. A special committee studying the renewal of President Fellows' contract is expected to report. His contract expires in June 1960.

NAB unit backs bills to amend Sec. 315

NAB wants the chaotic language of Sec. 315 cleaned up before the next political campaign.

The association's Freedom of Information Committee voted Thursday (June 11) to support Congressional bills designed to amend the Communications Act so freak parties and splinter candidates can't jam the airwaves or prevent legitimate political broadcast coverage (see story page 46).

Two witnesses will represent NAB at hearings to be held by a communications subcommittee headed by Sen. John O. Pastore (D-R.I.). They are President Harold E. Fellows and Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB's freedom of information group. Mr. Fellows will appear June 23 but a final date has not been set for Mr. Swezey.

The NAB committee adopted a resolution citing the need for exploration of the overall problem of political broadcasting in view of legislation that would (1) revise the law and (2) abolish the political clause altogether.

In its resolution the committee said there is immediate need to solve the problems involved in news broadcasts of political campaigns.

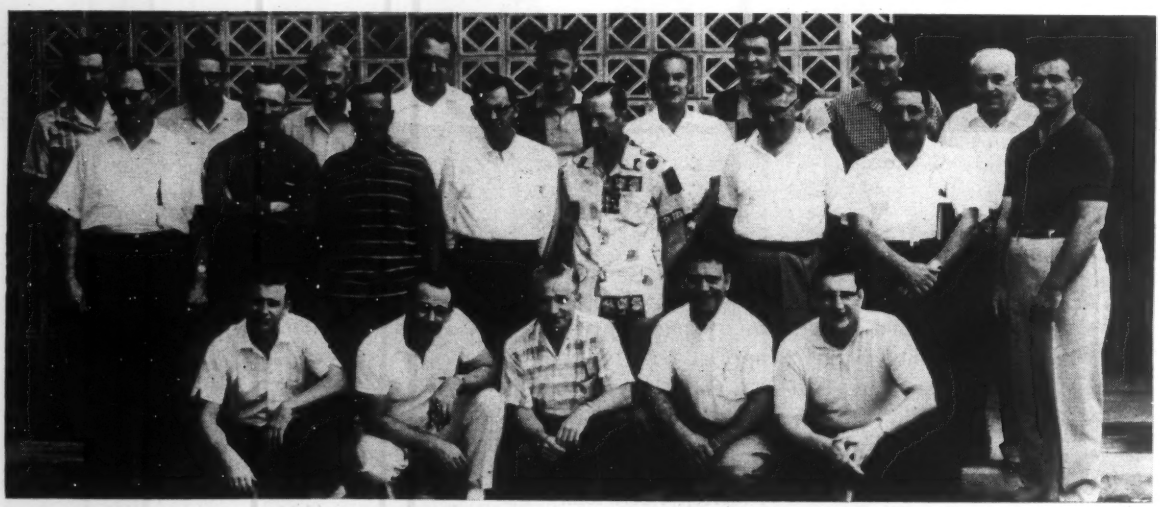
The committee approved appointment of a subcommittee to work on drafting of an addition to the NAB manual, "Broadcasting the News." This would cover operating procedures and techniques for coverage of courts and other public proceedings. It approved addition of a member representing Radio-Tv Correspondents Assn.

Chairman Swezey reported on joint negotiations with American Bar Assn. for amendment of Canon 35, ABA's ban on court broadcasts (BROADCASTING, May 25). Howard H. Bell, NAB assistant to the president, charted work of state broadcaster associations in the information field.

Attending the meeting were Chairman Swezey; Campbell Arnoux, WTAR-AM-TV Norfolk, Va.; John Daly, ABC; Richard O. Dunning, KHQ Spokane, Wash.; John S. Hayes, WTOP-AM-TV Washington; Joseph Herold, KBTV (TV) Denver; Robert F. Hurleigh, MBS; Theodore A. Koop, CBS and Radio Television News Directors Assn.; Daniel W. Kops, WAVZ New Haven, Conn.; Julian Goodman, NBC; Robert L. Pratt, KGGF Coffeyville, Kan.; D.L. Provost, Hearst Radio, and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W.Va.

AFTRA, L.A. outlets sign 2-year contract

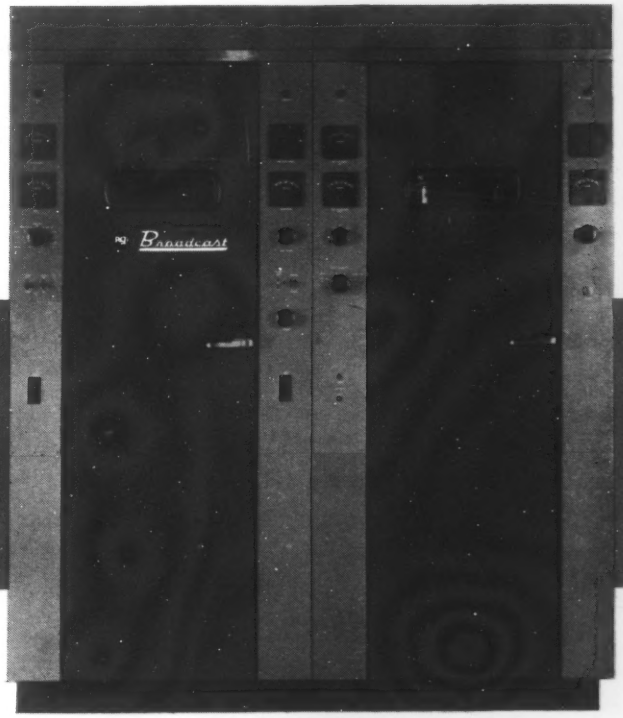
Staff announcers at non-network stations in the greater Los Angeles area will receive a $10-a-week raise the first year, and a $5 increase the sec-



Independents meet • Attending the Assn. of Independent Metropolitan Stations convention in Houston were kneeling (l to r): Gayle Swofford, WJXN Jackson, Miss.; Bob Earle, WIBR Baton Rouge, La.; Angus Pfaff, WMNP Evanston, Ill.; Sol Radoff, WMIL Milwaukee; Dave Morris, KNUZ Houston, convention host.

Standing: Jack Roth, KONO San Antonio; John Englebrecht, WIKY Evansville, Ind.; Dale Mahurin, KVLC Little Rock, Ark.; Roy Albertson, WBNY Buffalo; James Gatens, KJOE Shreveport, La.; Allan Waters, CHUM Toronto; Bill Simpson, KOL Seattle, Wash., AIMS chairman; Bill Wheatley, WKY Oklahoma City; Bill Hughes, CKNW New Westminster, B.C., Canada; Archie Taft, KOL Seattle; John Moler, WKY Oklahoma City; Art Smith, WKY; Frank Griffith, CKNW New Westminster; Milt Hall, KWBB Wichita, Kan.; Gene Posner, WMIL Milwaukee; Charles Denny, WBNY Buffalo, and Knox La Rue, KSTN Stockton, Calif.

NEW 5000-WATT AM TRANSMITTER



Type BTA-5R/5R1

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from −4 to +113 degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 3X3000 F1 modulator tubes that *do not draw grid current* to modulate the two long-life 5762 PA tubes. Overall AF response is ±1.5 db from 30 to 10,000 cycles.

For further information about these and other transmitters, call the nearest RCA Broadcast representative. Or write to RCA, Dept. UC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

OUTSTANDING FEATURES

- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

ond under a new two-year contract negotiated between the stations and the Los Angeles chapter of AFTRA. The pact, succeeding the one that expired April 30, also increases the severance pay for announcers, which is now set at one week for each year's employment, up to a maximum of six weeks.

The agreement has been accepted by all but three stations, KIEV Glendale and KMPC and KFWB, both Los Angeles, according to Claude L. McCue, executive secretary of the union, who said that the only serious difference is with KFWB. This is the only one of the non-network stations which employs newscasters who both write their newscasts and broadcast them. AFTRA is attempting to get for these employes a scale appreciably higher than that for regular announcers, the same as it has at network stations.

Second dozen times are hardest—KPOL

KPOL Los Angeles has banned all dramatized commercials, effective today (June 1). Bob Scott, program director, attributed the ban to complaints from listeners, reporting that KPOL, which specializes in show tunes and other familiar music that is neither symphonic nor jazzy, never got complaints about singing commercials the way it has over the dramatized spots. He expressed the opinion that this may be because most dramatized commercials wrap their sales talk in a joke which can easily become tiresome after one has heard it a dozen times or more. Agencies informed of the prohibition have been uniformly cooperative, he said, and have all agreed to prepare special copy for use on KPOL.

Also effective today, KPOL is refusing to accept transcribed announcements on its news programs, requiring that all commercials broadcast in connection with the news be delivered live by a station announcer. A third KPOL innovation which starts today is a new set of musical station promotion spots, composed by Irv Orton. These present the station's slogans, such as "The difference is the music," in appropriate musical form, "Celestial rather than frantic," according to Mr. Scott.

Cash from listeners supports fm station

"Free from the tyranny of commercials" but receptive to cash donations from listeners, a new non-commercial fm outlet is about to go on the air in Los Angeles.

Pacifica Foundation, operator of KPFA (FM) Berkeley, Calif., non-commercial station supported by contributions from listeners, is in the process of constructing a similar station, KPFK (FM) in Los Angeles. Target date for the beginning of program service is June 28. KPFK will broadcast from a transmitter on Mt. Wilson with 75 kw on 90.7 mc.

Charter subscribers are now being solicited to support KPFK. The basic "voluntary subscription" is $12 a year for which the subscribers receive the "KPFK Folio," a bi-weekly program guide. A total of 3,000 charter subscribers is needed in order to complete construction, of which more than 1,000 have already subscribed, according to Terrell T. Drinkwater, station manager, whose broadcasting background includes work on the Pomona College station and with CBS-TV during the 1956 political conventions. Since then he has been doing graduate work at the U. of California at Berkeley.

Mr. Drinkwater, who at 23 is one of the youngest station managers in California, said that, "free from the tyranny of commercials, KPFK has a real chance to put something of substance over the air. KPFK is programming for a great diversity of publics rather than the general public. Thus, KPFK will be a supplement to existing commercial radio and television stations."

KPFK is located at 5636 Melrose Ave., Los Angeles 38. Phone: Hollywood 7-7183.

E. Wilson Lyon, president of Pomona College; Eason Monroe, executive secretary of American Civil Liberties Union for Southern California; Catherine Cory, former executive secretary of Friends Committee on Legislation and V.K. Osborne, investment counselor, were elected to the board of Pacifica at a director's meeting in Berkeley.

83% see tv daily

Fewer than two people in ten over four years of age in the U.S. fail to watch tv in the course of an average day (6 a.m.-midnight). This is the finding of an audience study conducted for the Television Bureau of Advertising by A. C. Nielsen Co. and the Pulse Inc. The analysis, full results of which are to be released in mid-July, indicates that 128.6 million people (82.7%) are in the daily tv audience.

Other findings: Peak viewing period is 8-8:30 p.m. when 49.8% of the people in the U.S. over four (about 77.4 million) are watching on an average day; two-thirds (66.9%) are among the viewers sometime between 7:30-10:30 p.m.; the 6-7:30 p.m. audience is 60.7% adult, though 82.1% of children age four to eleven watch tv during that period.

RADIO TOURIST WIP Atlantic City bit receives local boost

WIP Philadelphia's plan to originate all but two of its programs from the summer resort, Atlantic City, during the last two weeks of July received the support last week of the Atlantic City Chamber of Commerce and the Atlantic City Motel Assn.

The Philadelphia station's plan to combine a special business-getting promotion with a continuous two-week report to Philadelphians on their favorite playground city appeared to have hurdled one obstacle—opposition from WLDB Atlantic City. WIP has asked the FCC to waive its rule which requires a majority of a station's programs to be originated from its "main studio."

WIP told the FCC it wants to "send WIP to Atlantic City as a tourist and vacationer to report on the city to the many people in our Philadelphia service area." The Atlantic City remote programming would involve the move of all WIP's on-the-air operating personnel—some 35 of a total of 80 employes—to the resort city from July 18 to 31, with their families.

The station noted that although there are "commercial aspects" to its plan, WIP would not expect to solicit advertising to the detriment of Atlantic City radio outlets, since the 45,200 families in Atlantic City are only a small part of WIP's 1,507,600-family service area and this would not be feasible to reach Atlantic City consumers. On the other hand, hotels and other resort facilities in Atlantic City which do not attempt to reach local residents probably would be interested in advertising the WIP's Philadelphia area audience, the station said.

The WIP announcement had evoked objections from Leroy and Dorothy Bremmer, owner-operators of 250-w WLDB in Atlantic City. They immediately fired off a complaint to the FCC charging that the powerful (5 kw on 610 kc) Philadelphia station was invading their hometown and would cause WLDB "unwanted loss of needed revenues, embarrassment, loss of prestige" and would impair WLDB's ability to serve the community. The station's owners also contacted civic and business leaders, other radio stations and the New Jersey Broadcasters Assn.

Withdrawal • But the Bremmers sub-

YOU MAY NEVER BE KING FOR 72 YEARS*—

BUT... WKZO Radio Makes You Feel Like A Ruler In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

WKZO Radio rules more listeners than any other radio station in the big Kalamazoo-Battle Creek and Greater Western Michigan market. On WKZO Radio you get an audience 43% larger than that of the next station!

Pulse *proves* that WKZO Radio holds an astounding margin over other stations with leadership (6 a.m.-12 midnight, Monday through Friday) *in all 360 quarter hours.*

Add WKZO Radio to your sales staff in Kalamazoo-Grand Rapids and Greater Western Michigan. See your Avery-Knodel man for more information!

**Louis XIV became King of France in 1643 at age 5 and reigned for 72 years until 1715.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

sequently withdrew their protest. They said: "We don't oppose WIP coming to Atlantic City in view of the fact that it is only for two weeks and all the promotion and publicity will be good for Atlantic City."

Quintessence • The gist of the WIP idea is this:

Every regular, local WIP program for the entire two-week period, with the exception of the Phillies ball games and the Monmouth Race Track broadcasts, will originate from Atlantic City on a 24-hours-a-day basis. Also to be programmed daily will be special features based on the resort's varied attractions. MBS programs will continue to be aired.

WRCV - AM - TV, NBC-owned stations in Philadelphia, last week announced that they would originate seven radio and two tv shows weekly throughout the summer from Atlantic City's famed Steel Pier. This will include more than 22 hours, the stations said.

D.j.s Joe Grady and Ed Hurst will host their weekend Bandwagon, two-hour record hop and dance party, on Saturdays and Sundays, 1-3 p.m., effective June 20, on WRCV-TV.

Record impresario Pat Landon will originate his Monday-through-Saturday *Pat Landon Show* at 10 p.m.-1 a.m. from a specially built glass "cell" on the Boardwalk at the pier entrance, effective June 29. Name stars in music and show business will appear on the two shows.

Changing hands

ANNOUNCED • *The following sale of station interest was announced last week, subject to FCC approval:*

• KXO El Centro, Calif.: Sold by Valradio Inc., group headed by Riley R. Gibson, who is also president of Cal-Val Radio, owner of KXOA-AM-FM Sacramento, Calif., for $240,000 to Feldman Enterprises, whose president, Leonard Feldman, is a Nash-Rambler dealer in Chicago. Lincoln Dellar & Co. handled the sale. KXO is on 1230 kc with 250 w and is affiliated with MBS.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 93).*

• KGMS Sacramento, Calif.: Sold to KGMS Inc. (Anthony C. Morici, president, and others have interests in KIST Santa Barbara, Calif., and KRAM Las Vegas, Nev.) by Irving James Schwartz, William Stephen George and John Matranga for $500,000. KGMS is on 1380 kc with 1 kw, directional, and is affiliated with MBS.

• KIVA (TV) Yuma, Ariz.: Sold to Electro Investors Inc. (Harry C. Butcher, chairman of board and 25% owner) by Harry C. Butcher for $241,000. KIVA (TV) is on ch. 11 and is primarily affiliated with NBC-TV.

• KDAN Eureka, Calif.: Sold to Radio KDAN Inc. (James F. Hadlock, president, and other stockholders have interests in KBUC Corona) by W.H. Hanson for $225,000. Comr. Robert Lee dissented on the over-commercialization issue. KDAN is on 790 kc with 5 kw, day.

• WDAT South Daytona, Fla.: Sold to Quality Broadcasters of Daytona Inc. (equally owned by John S. Mark, James S. Beattie and CBS newsman Walter Cronkite) by Harold E. and Helen W. King for $70,000. Mr. Mark owns 23% of WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa. Mr. Beattie owns WPTX Lexington Park, Md. WDAT is on 1590 kc with 1 kw, day.

Wis. medics, newsmen propose conduct code

A code of conduct is being drawn up by the State Medical Society of Wisconsin as a guide for improving working relationships between radio-tv newsmen and members of the medical profession.

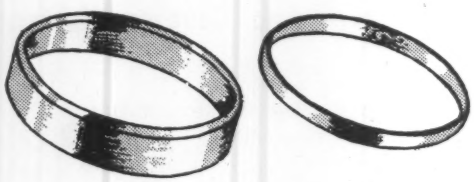
The proposed code was explained to the United Press International Broadcasters of Wisconsin at its meeting in Milwaukee June 6. The organization also re-elected its present officers (see FATES & FORTUNES) and announced its new semi-annual awards.

Al Young, WEAU Eau Claire, was cited for the best job on a story involving a tornado disaster, while WHBL Sheboygan was honored for "consistently good" area coverage, including that of the Kohler Co. strike. UPI broadcasters also commended the wire service for its state legislative coverage.

Court sees Long film

A newsreel film showing the May 26 performance of Gov. Earl Long before a Louisiana legislative committee, taken by WBRZ (TV) Baton Rouge and telecast late at night, will be used as testimony in the scheduled federal court hearing of Gov. Long's sanity. Douglas L. Manship, WBRZ president-general manager, said the film was aired with a warning it was "not fit for children."

Happy Marriage



Finding the right buyer for your property with speed and confidence is another reason why more station owners prefer to list—'exclusively with Blackburn & Company.'

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

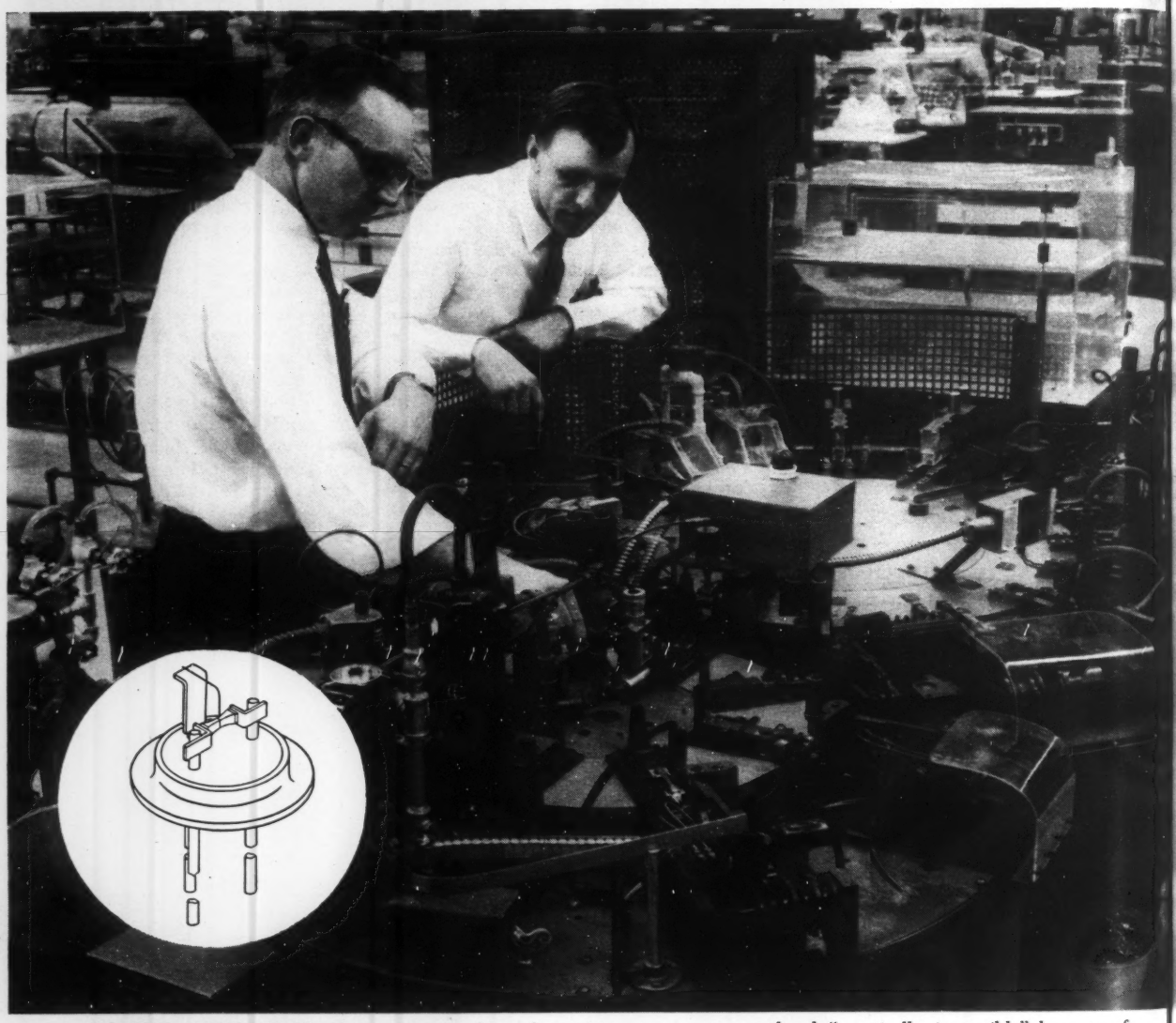
WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Reps: The Katz Agency

You can be sure if it's Desilu Playhouse
the rating's high nationally (27.1 ARB)
And higher WMT-TVally (40.7* ARB)

*In a 3-Station market (Station B: 13.9; Station C: 5.7)

WESTERN ELECTRIC AND



UNIQUE MACHINE. This automatic assembler of transistors was once considered "practically impossible" because of fast-changing transistor designs, tininess of parts to be processed. The first of its kind, it is a bench-mark for industry.

FIELD ENGINEERS follow Western Electric military products wherever they go. Their job: to supervise the installation of electronic equipment made by W.E. for national defense and to instruct military personnel in its operation and maintenance.

TO STIMULATE creative thinking and help keep W.E. engineers abreast of latest technical developments in their highly complex world, Western Electric sponsors a full-time, off-the-job Graduate Engineering Training program at special study centers.

ENGINEERING

Producing hundreds of dependable telephone products at the lowest possible cost is a constant challenge to the ingenuity of engineers at Western Electric . . . manufacturing and supply unit of the Bell Telephone System.

At one Western Electric factory, a fully automated process turns out telephone wire. At another, high precision glass enclosed switches are assembled, adjusted and tested in one continuous operation. Both represent a better product at less cost, and contributions from several areas of W. E. engineering . . . mechanical, electrical, chemical, civil, many others.

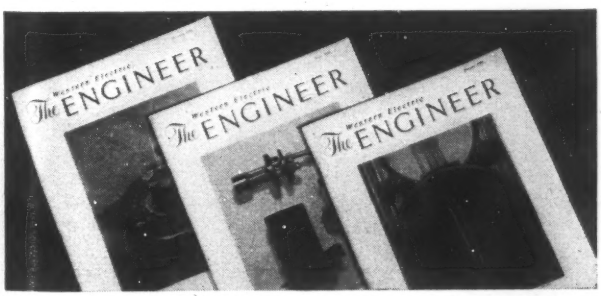
But the technical challenge goes beyond existing telephone products. When our Bell System teammate, the Bell Telephone Laboratories, creates a new product, its introduction into the telephone system depends on whether it can be manufactured by existing means. If not, the search begins to find a new method or new materials or perhaps new machinery to do the job. To intensify the search for advances in these areas Western has established a new engineering research center near Princeton, N.J.

The real hope for new developments, of course, rests with the individual engineers...with their highly personal creative attack on the unknown and the untried. It was to prepare and inspire them for such effort that Western Electric established its Graduate Engineering Training program...full-time and off-the-job at special study centers.

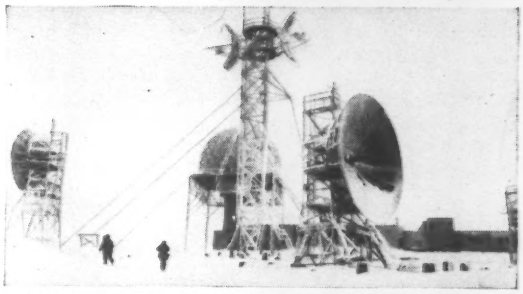
The efforts of our engineers have helped make possible good, dependable, continually improving Bell telephone service at a reasonable price.

Western Electric

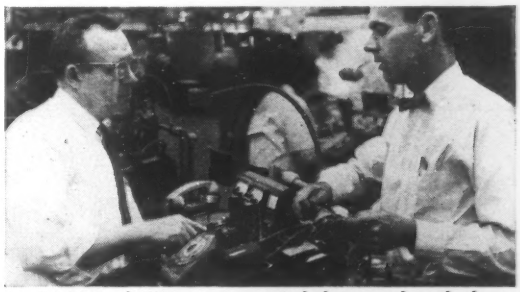
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



VOICE OF THE ENGINEER. The Western Electric Engineer, a quarterly publication, reflects engineering thought and achievement at W.E. Besides wide circulation within the Bell System, it is read in many non-Bell education, engineering and business circles.



ENGINEERING CHALLENGE. The DEW Line of radar stations, spanning the Arctic circle, demanded all Western's engineering know-how. As prime contractor, W.E. pushed this job to completion in just 32 months.



MAIN JOB of W.E. engineers is helping make telephone products for the Bell System, like the inter-office telephone being tested above. They also work in other areas of our telephone job—distribution, installation, purchasing.

GEIGER COUNTER is used to determine whether radioisotope test solution has penetrated seal of undersea voice amplifier under pressure. These vital amplifiers are made by W.E. for use in trans-oceanic telephone cables.

BASIC STUDIES of new manufacturing materials, processes and mechanisms are now underway at our Engineering Research Center. This intense research will help us take advantage of rapidly unfolding scientific developments.

Wide public reaction to the telecast, pro and con, was aroused.

Sen. Russell Long (D-La.) told WBRZ the matter is being referred to the FCC. He said it was "extremely unfortunate" the film showing included profane language, adding, "It was inexcusable that certain tv stations played a film of that speech without deleting the offensive language."

WJBO Baton Rouge fed the May 26 proceedings over a statewide radio network plus an apology the next day, the latter purchased by Gov. Long. The apology was similar in tone to the original diatribe.

Lee interests buy 8 Anaconda papers

A giant copper firm has sold its string of eight Montana newspapers to Lee Newspapers, a midwestern newspaper group with broadcasting interests. The purchase price, for the eight daily papers of Anaconda Copper Co., subsidiary of Fairmont Corp., was an estimated four to $10 million.

Fairmont Corp. recently sold its 27% interest in KFBB-AM-TV Great Falls, Mont., to majority owner J. P. Wilkins and E. F. Galt for $113,000. Lee Radio Inc. is the licensee of KGLO-AM-FM-TV Mason City, Iowa, and is affiliated with the ownership of WTAD Quincy, Ill. Lee P. Loomis, president, also publishes *Mason City Globe-Gazette*.

Other Lee newspapers are *Hannibal* (Mo.) *Courier-Post* (KHQA-TV); *La Crosse* (Wis.) *Tribune* (WKBT [TV]); *Davenport* (Iowa) *Tribune & Times, Ottumwa* (Iowa) *Courier, Muscatine* (Iowa) *Journal, Madison* (Wis.) *State Journal* (WIBA and WMTV [TV]), *Kewanee* (Ill.) *Star-Courier* and *Lincoln* (Neb.) *Star* (KFAB Omaha, Neb.). Fairmont Corp. papers are *Missoula Missoulian* and *Sentinel, Butte Post* and *Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record, Billings Gazette.*

Fm finds a home & KHGM a contract

Despite questions about fm's status (BROADCASTING, June 8), the medium spelled fine music *and* fine sales for a home builder in Houston, Tex., after a 13-week schedule over KHGM (FM) Houston.

Builder Cantrell & McMillan bought one hour Sunday morning for 13 weeks on KHGM (a Taft Broadcasting Co. station). During the campaign, President Glen McMillan counted 35,000 visitors to the "Heritage" home, a furnished sample house. During the same period, the company sold 50 homes and collected over 900 prospects who signed the "Heritage" home register as wanting to discuss C&M-built homes in the future.

Cantrell & McMillan used only fm radio and newspapers for the campaign. Mr. McMillan estimates that 25% of the 50 sales were a result of KHGM radio advertising. As the average home runs about $30,000, the total of the 50 homes sold is about $1.5 million.

The 25% which he attributes to fm amounts to $375,000 in sales. The price of the fm schedule: $540.

In the words of KHGM President Paul E. Taft, it "sounds fantastic," but is really logical because the home builder was in "an ideal position to take advantage of the type of audience which fm offers."

Mr. Taft describes Mr. McMillan as a builder of quality homes who wanted "an audience who would appreciate quality." The station president added that Mr. McMillan advertises only on fm and in newspapers, using some direct mail.

HAPPY RENEWAL

Messrs. McMillan (l), Taft

"He believes," said Mr. Taft, "there is a 'hidden' response connected with fm that pays off over several years. His commercials are dignified and well done, almost institutional in character. He attaches as much institutional value to his fm advertising as he does to actual sales and believes firmly that fm is the only medium where you buy both prestige and sales for the price of one."

Mr. McMillan's convincing act of faith: a signed contract last month for a five-hour program every Sunday for 32 weeks over KHGM.

Mass communications contain today's key

Today's pressing problems, created by modern technology, can be solved through enlightened use of the tools of mass communications, Robert Sarnoff, NBC board chairman, stated in a commencement address at Franklin & Marshall College, Lancaser, Pa. last Monday (June 8).

Mr. Sarnoff, who received an honorary Doctor of Laws degree, said that scientific and technological advances have created new human problems and aggravated old ones faster than man has been able to cope with them. Fortunately, he added, technology has also created communications of the same expanded dimensions as the problems.

Mr. Sarnoff argued mass communications offer "the only feasible public forum" for recognizing the urgency of society's problems, thrashing them out and finding broad solutions.

"Some criticize the mass media for disseminating trivia," he continued. "A mass medium by its very nature must reflect the interests of the society it serves in all their rich diversity. If it tries to please only a high level of taste, it is no longer a mass medium. This, too, is a limitation, but not a rigid one, for the media must also take the lead in offering broadened cultural and informational opportunities, and to the extent that the public responds, the level of mass fare will rise."

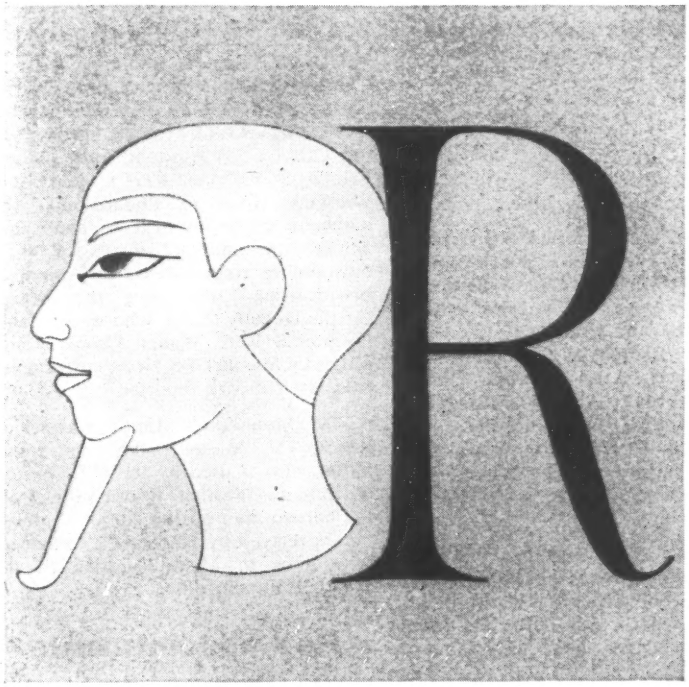
RAB expands number of 2-day conferences

The Radio Advertising Bureau schedule of two-day management conferences this fall has been expanded from seven to eight and an additional section has been placed on the agenda.

The regional conferences will open in Princeton, N.J., on Sept. 2-3, with other dates as follows: White Sulphur Springs, W.Va., Sept. 10-11; Ponte Vedra Beach, Fla., Sept. 14-15; Hot Springs, Ark., Sept. 17-18; Monterey, Calif., Sept. 21-22; Boulder, Colo., Sept. 24-25; Deerfield, Ill., Sept. 28-29 and St. Clair, Mich., Oct. 5-6.

The added section of the agenda of these conferences for 1959 will cover "What Radio Station Management Can Learn From Other Businesses." The emphasis will be on the study of the sales, promotion, production and management techniques of successful businesses, particularly those selling intangible products. The four principal sections of the conferences are: "Programming for More Sales," "Promoting for More Sales," "Managing the Sales Department," and "Managing Stations for More Sales and Profit."

as basic as the alphabet



EGYPTIAN

Drawings of animals, objects, and people were used in early writing to convey messages. For example, the Egyptian word-sign for *head* probably was the ancestor of our letter R.

PHOENICIAN

Discarding the idea of "talking pictures," the Phoenicians selected a few stylized Egyptian signs to serve as models for their alphabet. Thus, the *head* sign became their letter *resh*.

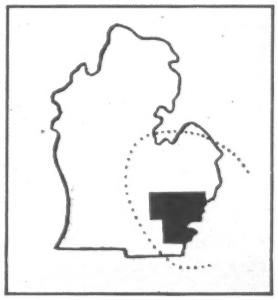
GREEK

Later, the alphabet spread along trade routes to countries which had no writing, and was fitted to new languages. The Greeks made *resh* their letter *rho*.

ROMAN

Conquest and colonization carried the alphabet still farther. Greeks in Italy gave it to the Romans, whose armies spread the letters throughout the ancient world. *Rho* became the Latin R.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University



Richest part of Michigan!
Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Reach deep into prosperous Southeastern Michigan with WWJ, Detroit's Basic Radio Station. Dealers and distributors favor WWJ because they know it moves merchandise. Listeners prefer WWJ because it entertains them with modern radio at its very best.

Ride with the planned music of the WWJ Melody Parade, with personalities like Hugh Roberts, Faye Elizabeth, Dick French and Bob Maxwell—with product displays at WWJ's exclusive "radio-vision" studios at Northland and Eastland Shopping Centers. It's the *basic* thing to do!

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
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Etv network starts

Educational WGBH-TV Boston and WENH-TV Durham, N. H., carried the first program in the New England Etv Network June 5. The network's organizers intend that it will eventually serve all New England and parts of northeast U.S. The initial simulcast was part of a conference on etv at the U. of New Hampshire. Excerpts from morning classes for schools and previews of evening adult shows also were telecast.

CATV voted down

By a 2-1 majority, voters of Salinas, Calif., defeated a proposed franchise for California Cablevision Co. to operate a CATV system in the city. The CATV firm, which proposed to bring in signals of San Francisco stations, had been granted an ordinance by city council to operate but a voter petition forced the question to be placed on ballot. Ch. 8 KSBW-TV Salinas actively opposed the franchise for CATV.

• Media reports

• CBS Radio last Monday (June 1) announced new affiliation agreements with WCAY Columbia-Cayce, S.C.; KOSY Texarkana, Tex., and KELD El Dorado, Ark. WCAY operates with 500 w, limited time on 620 kc. Effective date of the affiliation was June 1. KOSY broadcasts with 1 kw-D, 500 w-N on 790 kc; effective date July 2. KELD operates with 250 w on 1400 kc; effective date July 5.

• *KMOX* [St. Louis] *Takes a Stand*, a series of editorials, is attributed with helping passage of a bill to fluoridate the county's water. General Manager Bob Hyland kicked off the series 12 months ago with an editorial favoring fluoridation. He followed the bill's progress in his editorials until its passage last month.

• Concurrently with the all-jazz outlet KNOB-FM Long Beach, Calif., power boost (3.5 kw to 79 kw) (BROADCASTING, March 24, 1958; April 13), the station is inaugurating a nightly remote from the Brussels restaurant, Sunset Strip, Hollywood. Richard Lewellen conducts the jazz show (11 p.m.-1 a.m.) interspersed with interviews. Other jazz programs include *Java With Jazz* (7-10 a.m.) with Bob Mitchell; *Dinner Jazz* (6-7 p.m.) changes to *Fisher Hour* with Howard Lucraft, and *The Critics Ear* (Sunday 8 p.m.) with Charles Weisenberg. Hud Stephenson, formerly news editor of KHJ Los Angeles, is in charge of KNOB-FM's hourly newscasts.

• The Chicago chapter of Academy of Tv Arts & Sciences has announced following additions to its board from allied fields: (agencies) John Mosman, J. Walter Thompson Co.; William W. Ilson Jr., Young & Rubicam; Russell Tolg, BBDO and Jane Daly, formerly with Earle Ludgin & Co.; (networks) James Beach, ABC-TV central div.; (stations) Frank Atlass, WBBM-TV; James Hanlon, WGN-AM-TV, and Harry Trigg, WNBQ (TV); (packagers) Walter Schwimmer, Walter Schwimmer, Inc., and Ralph Bergsten, Don McNeill Enterprises.

Ear witness

Reference to KSFO San Francisco's log book was accepted as proof that a man had been listening to the station's coverage of a San Francisco Giants baseball game and had not committed an armed robbery.

The accused man's prime witness was a bartender who remembered the man was in his bar when the Chicago Cubs scored a home run. A check of KSFO's log showed the homer was hit at the time of the holdup.

• WRCA-TV New York had the highest May sales figures in its history, with billings up 16% over the same month last year, according to Max E. Buck, station manager. For the January through May period, the station is 18% ahead of the same months of 1958, Mr. Buck said.

• Radio Reports Inc., N.Y., formerly at 220 E. 42nd St., moved June 6 to new quarters at 16 W. 46th St. New telephone number: Columbus 5-7650.

• Al Davis, vice president of Art Franklin Inc., New York, has formed his own publicity firm, Al Davis Publicity, with offices at 17 E. 45th St., New York. Telephone: Murray Hill 2-3342.

• KHTV (TV) Portland, Ore., is slated to commence operations today (Monday) June 15. The ch. 27 outlet is an independent. It will be on-air 3 p.m.-midnight Monday-Saturday with longer hours on Sunday.

• KRON-TV San Francisco gave the local educational-noncommercial KQED (TV) a Gray Telop 11 as a gift for the etv station's fifth anniversary.

• Formation of a new firm—Cushman, Veeck & Samuel, Public Relations Inc.—to handle client financial, industrial and promotional activities has been announced in Chicago. The officers: Aaron D. Cushman, president of the public relations firm bearing his name, as president; Bill Veeck, president of the Chicago White Sox, vice president, and Marsh Samuel, head of his own Cleveland pr firm, as secretary.

• The New Jersey Broadcasters Assn. has received the annual New Jersey Mental Health Assn. award for an "outstanding contribution in creating better public awareness and understanding of mental illness."

• The Television & Radio Advertising Club of Philadelphia on June 5 was to present its first Gold Liberty Bell Award to Freeman Gosden and Charles Correll, CBS Radio's Amos 'n' Andy (Mon.-Fri., 7:05-7:30 p.m., EDT). Held in the Warwick Hotel in Philadelphia, the luncheon ceremony will be conducted annually to honor individuals for "their outstanding contributions to American broadcasting." Accepting the awards for the comedy teams, who were unable to attend, were Walter Cronkite and Larry Le Sueur, CBS News correspondents, the network reported.

• Tv Mountain, Mont., on which KMSO-TV Missoula has its transmitter, also is used by the U.S. Weather Bureau. Weather information from the bureau man on the 7,000 ft. mountain is relayed by KMSO-TV's engineer to studios in Missoula, then to the Weather Bureau office.

• Rep appointments

• WHK Cleveland appoints John Blair & Co.

• WDXB Chattanooga, Tenn., names H-R Representatives Inc. and Clarke Brown Co. as southeast representative.

• KXLA Los Angeles names Donald Cooke Inc. as national representative.

• Burn-Smith appointed for WJJL Niagara Falls, N.Y.; KLMS Lincoln, Neb.; WRIS Roanoke and WWOD Lynchburg, both Virginia, and WLBJ Bowling Green, Ky.

• WSET Glens Falls, N.Y., has appointed Donald Cooke Inc., N.Y.

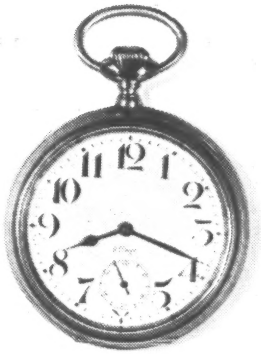
• KEWB San Francisco-Oakland, formerly KLX which was recently acquired by Crowell-Collier Publishing Co., appoints The Katz Agency, N.Y.

• KGA Spokane names George P. Hollingbery, N.Y.

• KLAC Los Angeles has appointed Robert Eastman Co., N.Y., effective July 1.

• WAOK Atlanta names Daren F. McGavren Co., N.Y., effective July 1.

• KCRG-TV Cedar Rapids, Iowa, appoints the Branham Co.



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"1,000 SUPERMARKET CAMPAIGN JINGLES sold to Peerson Bros. Shopping Center . . . Superior Federal Savings bought 365 spots, DATELINES AND SELL-LINES SALES BOOSTERS." **James Fesperman, Commercial Manager, KSFA, Fort Smith, Arkansas**

"Sold DEPARTMENT STORE CAMPAIGN to Sears Roebuck, 50 announcements weekly, 52 weeks." Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts that we never have been able to sell." **D. Pebbles, Commercial Manager, KDBS, Alexandria, La.**

"Sold England Brothers 1,000 spots, 52 weeks DEPARTMENT STORE CAMPAIGN . . . charging a premium fee! Jingles sold the sponsor, who kept humming them all the way through the tape demo—very pleased!" **Paul Edwards, Program Director, WBEC, Pittsfield, Massachusetts**

"Two SALES BOOSTER CAMPAIGNS sold on 2 calls! "What's the Meaning of This Name?" to savings and loan. "Little Known Facts" to furniture store. $3,300 new revenue in first two weeks with Thesaurus." **Robert Z. Morrison, Jr., Sales Manager, WKBH, La Crosse, Wisconsin**

"Sold 1,800 announcements to Royal Crown Cola Bottling with Thesaurus SOFT DRINK JINGLE . . . sponsor pleased . . . so are we." **Ed Morgan, Manager, WETU, Wetumpka, Alabama**

"Thesaurus LUMBER JINGLE increased account $1,700 a year." **Hank Behre, Commercial Manager, WMTR, Morristown, New Jersey**

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800 SEVENTEENTH AVE. SO., NASHVILLE, TENN., ALPINE 5-6691

SUPER FCC CONCEPT CONSIDERED

House committee hears 13 man-panel agree it's a sorry spectrum, but break on possible formation of new Federal Spectrum Authority

The creation of a super FCC—to oversee both government and non-government radio frequencies — loomed last week as a possible result of Congress' interest in the radio spectrum.

A House subcommittee heard 13 eminent government and industry representatives discuss the state of the radio spectrum and what should be done about it.

All agreed that the spectrum was in a bad way.

But they divided on what should be done.

One group—including FCC Chairman John C. Doerfer, Electronic Industries Assn.'s D.R. Hull and H. Leslie Hoffman and Federal Aviation Agency's E.R. Quesada—emphatically urged that something like a Federal Spectrum Authority be established.

The FSA would assert jurisdiction over the entire radio spectrum. It would divide the electronic wavelengths between government and non-government users. It would be in a position to make final decisions when conflicts arose between government and civilian users.

It would, in a word, be the spectrum czar and bring to an end the amorphous dual jurisdiction exercised by the President and the FCC established in 1934 in the Communications Act.

It was implied that the FCC would be retained to handle civilian assignments and an organization established to supervise government assignments in the same way.

Some Say Premature • A majority of other panelists tabbed as premature the super-FCC recommendation. A large group, including Victor E. Cooley, chairman of last year's Presidential Advisory Committee on Telecommunications; Drs. Frank Kear and Irvin Stewart, members of that committee; Dr. William L. Everitt, U. of Illinois dean of engineering and Harold R. Huntley, AT&T chief engineer, urged the creation of a governing body or single administrator to exercise jurisdiction over the government portion of the spectrum.

This was also the position taken by FCC Comr. Robert T. Bartley, who endorsed Rep. Harris' bill which would create a Presidential board.

Two broadcasting spokesmen, Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters, and Harold E. Fellows, NAB, called for a complete Congressional investigation of the spectrum before any move is made toward establishing or revising the organization of the spectrum's management.

They received no support from any other members of the panel. In fact, some panelists maintained that another study, before the management organization was established, would be a waste of time.

Both Leo A. Hoegh, director of the Office of Civil & Defense Mobilization, and Paul Goldsborough, former communications aide to the Secretary or Defense, urged the creation of a Presidential commission to study the matter further.

The hearing was highlighted by General Quesada's frank remark that it is only natural for users to "hoard" frequencies, and by Mr. Lindow's warning that the public would not stand for the loss of any tv channels.

Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, presided at the subcommittee's hearings. More or less in regular attendance at the two-day hearing were five members of the communications and power subcommittee. They were:

Reps. John James Flynt Jr. (D-Ga.), John E. Moss (D-Calif.), William L. Springer (R-Ill.), J. Arthur Younger (R-Calif.) and William H. Avery (R-Kan.)

At the end of the two day-long sessions, the committee asked for additional material from members of the panel and promised that speedy consideration would be given to the problem.

Bills Pending • Pending before the subcommittee are three bills dealing with the administration of the radio spectrum. These are:

• H.J.Res. 292. This bill was introduced by Rep. William G. Bray (R-Ind.) and calls for an investigation of the government use of the spectrum by a five-man commission to be appointed by the President (two members), Vice President, Speaker of the House and the chairman of the FCC.

• H.J.Res. 331. This bill, introduced by Mr. Harris at the request of the Office of Civilian & Defense Mobilization, calls for the establishment of a five-member commission appointed by the President to investigate the management of the radio spectrum, calling for a report in one year.

• H.R. 7057. This bill introduced by Mr. Harris on request calls for the es-

REPS. SPRINGER, MOSS AND HARRIS

House spectrum probers discuss complex problems during break in hearings

Climbed Capitol Hill • The top drawer panel of government and industry spokesmen who made known their views on the radio spectrum to a House subcommittee last Monday and Tuesday: (1) Dr. Irvin Stewart, member, Presidential Advisory Committee on Telecommunications; (2) Victor E. Cooley, chairman, Presidential Advisory Committee on Telecommunications; (3) E. R. Quesada, administrator, Federal Aviation Agency; (4) John C. Doerfer, FCC chairman; (5) Robert T. Bartley, FCC commissioner; (6) Harold E. Fellows, president, NAB; (7) Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters; (8) D. R. Hull, president, Electronics Industries Assn.; (9) Frank Kear, member, Presidential Advisory Committee on Telecommunications; (10) Harold R. Huntley, chief engineer, AT&T; (11) W. L. Everitt, dean, U. of Illinois School of Engineering; (12) Paul Goldsborough, former communications director, Department of Defense; (13) Leo A. Hoegh, director, Office of Civil & Defense Mobilization. The witnesses were asked to file additional material later.

tablishment of a three-member National Telecommunications Board in the Executive Office of the President to formulate telecommunications policy, oversee government use of the spectrum, study the overall use of the spectrum and the management policies of both government and non-government users. This is essentially the recommendations of the so-called Cooley committee.

Last week's hearings stem from the resolution last year by then Sen. Charles Potter (R-Mich.) for an investigation of the government use of the radio spectrum. This was passed in the Senate. When it reached the House side, it was amended under White House pressure to include non-government services as well. Civilian users of the radio spectrum, including broadcasters, opposed such an investigation and the bill was allowed to die.

Ike Named Committee • Late last year, President Eisenhower appointed a Presidential Advisory Committee on Telecommunications, asking it to report back by the end of the year its recommendations on frequency management. This committee recommended what is essentially embodied in H.S. Res. 7057 (BROADCASTING, March 9).

The committee was headed by Victor E. Cooley, a retired Bell Telephone executive and former deputy director of the Office of Defense Mobilization. Other members were Dr. Stewart, former president, West Virginia U. and former FCC commissioner; Dr. Kear, consulting engineer; William G. Thompson, retired Bell System official and Maj. Gen. W. Preston Corderman (retired), vice president of Litton Industries.

Dr. Stewart was chairman of a Presidential Communications Policy Board which in 1951 submitted a report on the spectrum resulting in the appointment of Haraden Pratt, Mackay Radio & Telegraph Co., as telecommunications adviser to President Truman.

When the Eisenhower administration came in telecommunications was relegated to the OCDM where it is handled by Fred C. Alexander, deputy assistant for telecommunications.

Democratic committee members stressed repeatedly that the radio spectrum is a natural resource and therefore under Congressional supervision. Rep. Harris recalled that the House Committee was instrumental in resolving the airspace problem through the creation of the Federal Aviation Agency.

All evinced great interest in the idea of a Federal Spectrum Authority as the super-agency to control overall the radio spectrum. They also seemingly agreed that some action was necessary to put the government's spectrum house in order.

Government frequencies are administered by the Interdepartmental Radio Advisory Committee. This is a group on which sit representatives of federal

agencies, including the military services. Assignments are made on a voting basis.

When a requirement is expressed for non-government bands, this is handled by OCDM. OCDM negotiates with the FCC for the pre-emption of that portion of the spectrum it needs. Where national defense is involved, the Commission usually complies, on the ground that it is not set up to question the basic military decision that the frequencies are needed in the national defense.

Statements and remarks by the panelists are condensed below:

FCC Chairman Doerfer • The basic problem is the dual jurisdiction exercised over the radio spectrum by the President and the FCC. This was established when the Communications Act was made law in 1934.

Actually, the President has power over the whole spectrum. This comes under his Constitutional prerogative as commander-in-chief of the armed forces.

The first step in resolving the jurisdictional problem is creation of an authority to supervise government use. Next step is creation of a "super board" to exercise responsibility over both government and non-government use.

Mr. Doerfer has a dim view of further studies of radio spectrum. A study is for the purpose of recommending some action and if there is no one with power to act, the study and the recommendations are useless.

A study to determine the type of structure to manage the spectrum is worthwhile. First consideration is organization, then it can be determined how the spectrum is being used.

Lack of decisive authority is pointed up by the tv situation. There are 70 uhf tv channels available for use by other services if a group of vhf frequencies can be secured for tv. This is under negotiation with the military. A single arbiter, with knowledge of spectrum facts and with the confidence of both sides, could make a decision in the best interests of country.

Messrs. Hull and Hoffman • Divided responsibilities over the radio spectrum means two cooks for one pie. Compromises between the FCC and IRAC means a settlement is accomplished, not a sound technical and policy decision.

They urged the creation of a Federal Spectrum Authority. This would oversee the entire radio spectrum, apportion bands to government and non-government. Also they would have some authority to handle government assignments and continue the FCC as is in making assignments to non-government users.

An FSA would also handle and bring up to date technical information on government and civilian requirements and would maintain such information. It would also conduct long-range planning studies.

Mr. Hoffman made a strong plea for improvements in transmission techniques. (Mr. Hoffman is chairman of EIA spectrum study committee.)

Mr. Hull recounted the long-history of EIA's interest in spectrum conservation, going back to 1952.

Mr. Quesada (Gen. Quesada, retired) • He urged a "detached" agency to determine the allocation of the radio spectrum between government and civilian users. Under present practices, the group which develops usable equipment in a new band is the one which asserts ownership rights. Today virtually all of this work is being done by the government.

A super agency would divide the spectrum and also plan and study overall telecommunications policies. Some type of organization should be established to supervise government assignments. The FCC could continue to exercise its jurisdiction over non-government assignments.

IRAC is doing a fine job, but is limited because it represents users. Need is for an "objective" authority to oversee government bands.

Mr. Lindow • He vigorously urged Congressional investigation of spectrum use. Charged that whereas Congress would find civilian use an open book, it would find lack of information and justifications for many government uses. Radio spectrum is a natural resource and the decision on how it is used is a Congressional responsibility. Study the spectrum first, before getting involved in a super spectrum agency.

Besides the technical aspects, use of the spectrum involves economic, social and political decisions.

Establishing an administration to manage the radio spectrum before studying how it is being used is "putting the cart before the horse."

Expressed opposition to all three bills under consideration because they do not contemplate a study of the spectrum by Congress. Objected strongly to any executive department group studying the use of the spectrum; it would be biased in favor of government users.

Mr. Fellows • The basic problem is that there are two users of the spectrum — government and non-government — "with each of them operating under different ground rules."

Government users do not have to justify their assignments; civilian users must make a public record.

Non-government users have been mindful of the need for more efficient use. There is no information whether government users are also aware of this necessity.

The solution is the proper administration of the entire spectrum but, before such a solution can be advanced, there must be a further study of the utilization of the spectrum. This must be done by the legislative branch.

In any study the needs of broadcasters must be kept uppermost.

Messrs. Cooley, Stewart, Kear, Everitt, Huntley and Bartley • These men urged the establishment of a three-man board in the executive Office of the President to formulate national policy, oversee government usage and study the overall management and usage of the entire spectrum.

They expressed the willingness to forego the last item after others had questioned the objectivity of a government administrator in studying all uses of the spectrum.

But all stressed the need for some kind of single authority to supervise government frequency administration.

Dr. Kear suggested that creation of a single, overall agency might be a "fateful mistake."

Both Dr. Kear and Dr. Stewart spoke of the possibility that a formal administrator for the government frequencies might obviate the need for a super-FCC, since negotiations would then be directly between two organizations (the FCC and the government administrator) with authority to make decisions.

Lots of room, but ...

Congressional probers opened their eyes wide when they were told that less than 1% of the entire radio spectrum was being used today.

The estimate was made by Fred C. Alexander, telecommunications executive in the Office of Civil & Defense Mobilization, who was briefing the House subcommittee on the spectrum.

The usable radio spectrum today runs up to 300,000 mc, he pointed out. Hertzian waves run the gamut up to 3 million mc, he observed.

But cold water was thrown on the possibility that an expanded spectrum might ease present problems (mainly due to overcrowding). The noted Dr. William L. Everitt, U. of Illinois engineering dean, told the committee not to expect for some time an expansion of the spectrum above 300,000 mc. In those higher frequencies, he said, there are propagation problems with infra-red, fog and water vapor.

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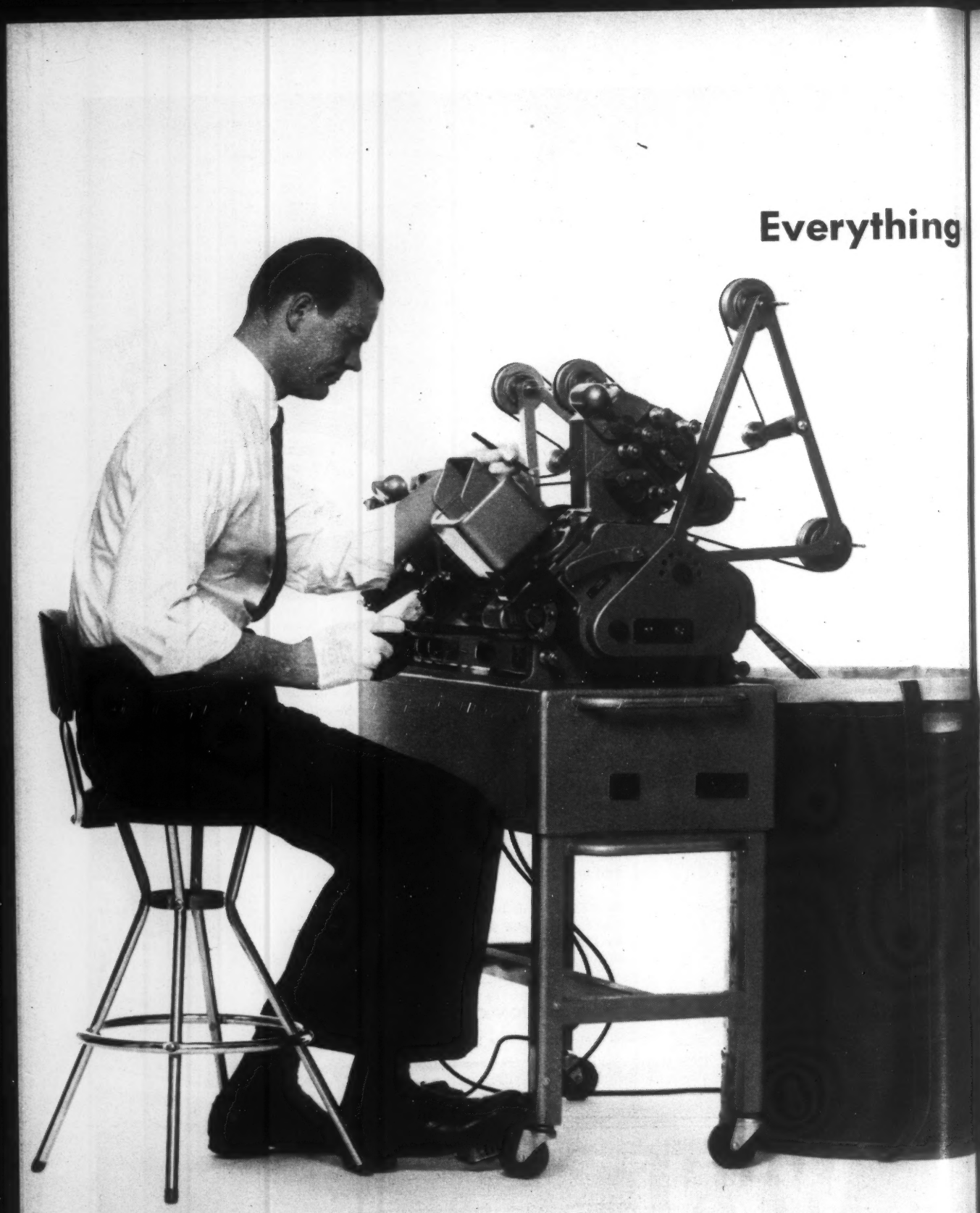

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SEC. 315 HEARINGS THIS WEEK

Four political broadcast relief bills to be discussed by 20 Senate witnesses

Over 20 witnesses will testify before the Senate Commerce Communications Subcommittee on four bills to amend Sec. 315 of the Communications Act, which guarantees in broad and controversial language that all political candidates shall receive equal time on radio and tv stations.

The hearings begin this Thursday (June 18) and continue through June 25 (BROADCASTING, June 8) with more days to be scheduled if needed. To date, a large majority of the scheduled witnesses are in favor of amending the act to give broadcasters more discretion in applying the equal time rule.

Leadoff witness Thursday will be the FCC, headed by Chairman John C. Doerfer. Its line of testimony will be determined at a special FCC meeting today (Monday). An as yet unnamed Justice Dept. spokesman will follow the Commission. Also scheduled to testify on the opening day are Frank Stanton, president of CBS; and Sens. Gordon Allott (R-Colo.) and Spessard Holland (D-Fla.) and Rep. Joseph Barr (D-Ind.). The latter three are sponsors of equal time amendments.

Lar Daly Friday • Testifying Friday (June 19) will be Robert Sarnoff, board chairman of NBC, John C. Daly, ABC vice president for news and special events, Rep. Glenn Cunningham (R-Neb.), and Lar Daly, who started the current furor when he demanded and received equal time in the Chicago mayorality campaign in February.

Harold Fellows, president of NAB, Donald McGannon, president of Westinghouse Broadcasting Co., and Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans, will give their views June 23. The American Civil Liberties Union will send a spokesman but a definite date has not been set. In addition several other prospective witnesses have indicated a desire to be heard, but have not definitely been scheduled.

Broadcasters' difficulties in trying to comply with Sec. 315 were again placed before Congress soon after the FCC last February ruled—by a 4-3 vote—that Lar Daly should get equal time after the incumbent Chicago mayor appeared in an official capacity on Chicago radio-tv newscasts (BROADCASTING, Feb. 23).

Cunningham takes lead • Rep. Cunningham was the first member of the 86th Congress to take cognizance of the situation. Although he said he favored much broader amendments, Rep. Cunningham introduced HR 5389 to exempt newscasts only (BROADCASTING, March 16). Since then, nine identical bills have been introduced (three in the Senate, six in the House) and one bill, S. 1858, which gives broadcasters much broader exemptions. The latest amendment, HR 7602, was introduced June 5 by Rep. J. Edgar Chenoweth (R-Colo.).

(Last Wednesday [June 10] Rep. Cunningham inserted in the *Congressional Record* a BROADCASTING editorial from its May 25 issue advocating complete repeal of the political broadcasting law. The editorial was headed: "Repeal Sec. 315 Now or Repent Later.")

S 1858, which has a dozen co-sponsors, was introduced by Sen. Vance Hartke (D-Ind.), a member of the Communications Subcommittee. Sen. Hartke has been the prime mover in securing hearings. In addition to exempting newscasts, the Hartke bill defines qualified candidates for equal time and exempts broadcasters from libel as a result of political statements broadcast over their facilities.

The President got into the act in March when he termed the FCC Lar Daly decision "ridiculous" and told the Justice Dept. to investigate the situation (BROADCASTING, March 23). Attorney General William Rogers, in turn, urged the FCC to reverse its Lar Daly decision and apply a "common sense application of the Communications Act's public interest standard . . ." (BROADCASTING, May 11).

FCC Meets Today • The Commission has scheduled a meeting today (Monday) to consider the Attorney General's recommendation. In fact, the Senate hearings were postponed a week so the Commission could reconsider its Lar Daly-Chicago decision (BROADCASTING, June 8).

In addition to Sen. Hartke's bill, the subcommittee will have under consideration S 1604 by Sen. Allott, S 1929 by Sen. Holland and S 1585 by Sen Strom Thurmond (D-S.C.), also a member of the Communications Subcommittee. Sen. John Pastore (D-R.I.) is chairman and other members are Sens. Mike Monroney (D-Okla.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), Norris Cotton (R-N.H.) and Hugh Scott (R-Pa.).

The hearings will begin at 10 a.m. each morning in Rm. 5110 of the New Senate office Bldg.

Taft files with SEC to sell common stock

Newly-formed Taft Broadcasting Co. (formerly Radio Cincinnati Inc.) June 5 filed a registration statement with the Securities & Exchange Commission in Washington proposing to offer 483,222 shares (par value $1) of common stock to the public.

Taft Broadcasting was organized June 3 under the laws of Delaware and immediately acquired by merger the broadcast properties of Radio Cincinnati. The stock to be sold represents 33% of the 1,449,972 outstanding shares. Harriman Ripley & Co. is the chief underwriter and the asking price of the stock has not been determined.

Taft owns 100% of WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky., and 30% of WBIR-AM-FM-TV Knoxville, Tenn. All of the tv stations except ch. 27 WKYT operate on vhf channels.

Approximately 87.2% of the Taft stock currently is owned by descendants and relatives of the late Charles P. Taft, founder of the *Cincinnati Times-Star*. The SEC filing lists 29 selling stockholders with all proceeds to go to the sellers individually. President Hulbert Taft Jr., is selling 56,730 of the 170,189 shares he owns.

Other Sellers • Other large blocks will be sold by Executive Vice President David G. Taft (50,471), David S. Ingalls and Robert Taft Jr., under a December 1951 trust agreement with Jane Taft Ingalls (67,226), estate of Hulbert Taft (52,990) and David S. Ingalls (22,403).

A Radio Cincinnati balance sheet, dated March 31, 1959, showed total assets of $11,776,656, current liabilities $3 million and $4 million in retained earnings. The firm's net revenues for the past three years ended March 31 were $8.97 million ($6.98 million tv, $1.99 million radio) in 1959; $7.8 million ($5.98 million tv, $1.88 million radio) in 1958; and $5.1 million ($3.99 million tv, $1.1 million radio) in 1957.

Net earnings (after taxes) in 1959 were $1.2 million, $1.5 million in 1958 and $1.2 million in 1957. Retained earnings at the end of the March 31 year totaled just over $4 million. Only 1% of the net tv revenue accrued from WKYT, which showed a loss of $112,000 for the past year.

The firm reported that 43% of its tv incomes comes from national spot, 32% local and 25% network. In radio, 54% comes from local sources, 44% national and only 2% from networks (all of Taft's radio stations are affiliated). Dividends have been declared for each year since 1953, with 45 cents per share paid the past two years. A dividend of 10 cents per share in Taft Broadcasting has been declared, payable Sept. 1.

The multiple owner employs 365 persons. President Hulbert Taft Jr. was paid $51,424 last year, Vice President Kenneth Church $52,090 (including commissions) and Executive Vice President David G. Taft $38,915.

New FTC head

Earl W. Kintner, newest member of the Federal Trade Commission, was named chairman by President Eisenhower last week. Mr. Kintner, former FTC general counsel, was sworn in as the third Republican member of the five-man commission last Tuesday. He succeeds John W. Gwynne of Iowa who retired. Mr. Kintner was nominated to the FTC by President Eisenhower last month and was unanimously confirmed by the Senate June 4.

FCC's silver anniversary: no fanfare, just a look at the record

The FCC will be 25 years old this Friday (June 19)—a quarter of a century from the day the Federal Communications Act became law in 1934.

This is about the only sentimental observation contained in FCC "Special Release G 73762," distributed last week. The rest is a fact-packed summary of the evolution of the agency into today's arbiter and regulator of commercial broadcasting and other types of electronic communications.

The FCC succeeded the Federal Radio Commission in taking over broadcast regulatory functions and took over from other government agencies and departments the supervision of telephone and telegraph operations, government telegraph rates, interstate and international communications common carriers and domestic administration of global communications treaties made by the U.S. with other countries. The FCC has expanded and re-expanded its various divisions as the need arose.

In broadcasting, the FCC notes that fm and vhf tv were added in 1941 and uhf tv in 1952; that the U.S. is the only country where tv programs are received in color; that several tv antennas are higher than the Empire State Building and that over-the-horizon tv has been inaugurated between Florida and Cuba.

Today's Total • Today there are more than 4,800 commercial broadcast stations authorized—around 3,500 am, 735 fm and 670 tv—of which about 3,300 am, 600 fm and 500 tv (435 vhf, 75 uhf) are on the air, with video service extended by 200 translators. About 125 fm stations are engaged in functional music operations.

As for the educational broadcasting picture, there are some 150 noncommercial educational fm outlets and 43 tv (33 vhf, 10 uhf) and there is a total of 257 educational tv reservations (86 vhf, 171 uhf).

There are more broadcast receivers than people in the U.S., almost two thirds (150 million radio, 50 million tv) of the world total—and almost three times as many sets as there are automobiles in the U.S. The FCC is now considering test subscription tv, studying the possibility of vhf tv boosters and is also studying and testing "stereophonic" broadcasting.

In the 25 years, the FCC's total workload has increased 23 times, the budget has gone from $2 million to over $9 million and personnel has more than doubled —from 500 to 1,200 today.

Old Timers • Two of present FCC members were on the staff of the predecessor FRC: Comr. Rosel H. Hyde transferred from the FRC as an attorney, later became FCC general counsel and served a term as chairman. Comr. Robert T. Bartley headed FRC's Telegraph Division. T.A.M. Craven, twice an FCC member, also had served on the FRC and started with the FCC in 1935 as chief engineer. Comr. Frederick W. Ford joined the FCC in 1947 and was the first chief of the Broadcast Bureau's hearing division.

The FCC said that as late as 1940 usable spectrum space was insufficient to accommodate all who wanted to use radio, but that later developments have made possible the expansion of the usable part of the spectrum from 300 to 30,000 mc. Though there still is a shortage in popular parts of the spectrum, more than 65 categories of services today use radio for many purposes, it was noted. Technical refinements are making possible a more efficient use of the spectrum, the FCC said.

The start of communication with objects in outer space is proof that radio no longer is earthbound, the FCC said.

Actor Bellamy says tv at admen's mercy

Television does not give the people what they want to see, actor Ralph Bellamy told a House subcommittee last week. Mr. Bellamy made this observation when asked by Rep. Robert Giaimo (D-Conn.) why there is not more "culture" on tv.

"Tv is at the mercy of advertising agencies, sponsors and various kinds of ratings which are of questionable and not proven value," the actor charged. He was testifying before a House Education & Labor Subcommittee on a bill to create a federal advisory committee on the arts. Mr. Bellamy is president of the Actors' Equity Assn. and spoke for that group and the National Council of the Arts & Government.

Arthur S. Flemming, Secretary of Health, Education & Welfare, also testified in favor of the bill, introduced by Rep. Frank Thompson Jr. (D-N.J.). He said arts deserve equal billing with science and math.

Immediately after the open hearing last Wednesday (June 10) the subcommittee favorably reported the bill, which would establish an art council of 21 members to serve 6-year terms. The council would be appointed by the President.

FCC again awards ch. 7 in Seattle to KIRO

KIRO-TV Seattle, Wash., was "regranted" by the FCC last week by a 5-1 vote after an oral argument prompted by an appeals court decision in another case.

The ch. 7 Seattle outlet originally was granted in the summer of 1957 (BROADCASTING, July 29, 1957) over KXA and KVI of that city, which were again denied competing bids by the Commission last week. Comr. T.A.M. Craven did not hear the original oral argument in the case, held in 1955, but participated in the FCC decision two years later anyway. Under a court decision in the Indianapolis ch. 13 case this was erroneous procedure. The FCC therefore late last year (BROADCASTING, Dec. 15, 1958) ordered a further oral argument to be held this January. At the same time the Commission permitted KIRO-TV to continue operation.

The original FCC vote on Seattle ch. 7 was 3-2 for the grant to KIRO licensee Queen City Broadcasting Co. (Saul Haas, president). In last week's decision, Comr. Rosel Hyde did not participate, Comr. Robert Lee again dissented as he had done in 1957 and the others voted for KIRO-TV.

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A DIFFERENCE OF OPINION

FCC, FCBA part on improving Commission

The FCC and the Federal Communications Bar Assn. were at odds in testimony before the Senate Commerce Communications Subcommittee last Thursday (June 11) on how best to speed up the Commission's pre-hearing and protest actions.

Plumping for its own proposal (S 1733), the FCC, through Comr. Rosel Hyde, urged that it no longer be required to send McFarland letters to all applicants and interested parties prior to hearings. FCBA spokesman Percy Russell testified against the proposal, maintaining that there are many instances where McFarland letters speed up Commission processes.

J. Roger Wollenberg urged the committee to accept, instead of S 1733, its own proposals (S 1898) for amending Secs. 309 (protest provision) and 405 of the Communications Act. Both parties agreed that the hearing and protest procedure place undue burdens on the Commission but disagreed as to how best to solve this particular problem.

FCBA recommended that a pre-grant procedure be instituted limiting hearings to instances where material and substantial questions of fact are presented. The FCBA bill would provide "a method for reducing the possibility that the Commission will act erroneously by providing for consideration of objections before, rather than after, the Commission acts," Mr. Wollenberg said. "The effectiveness of a pre-grant procedure clearly depends upon an adequate system of notice which will permit interested parties to be apprised of the pendency of an application and give them an opportunity to invoke the procedure," he said.

Such a procedure will give the FCC ample discretion to dispose of frivolous objections, Mr. Wollenberg maintained.

Sen. John Pastore (D-R.I.), subcommittee chairman and the only senator present, said that he was "very much impressed" with the FCBA argument and asked Comr. Hyde and the FCC to negotiate an acceptable compromise. Referring to FCBA testimony on another bill two days earlier, Comr. Hyde said the lawyers were opposed to broader use of the FCC Office of Opinions & Reviews because the staff might "impinge" upon a commissioner's thinking.

Hyde Takes Exception • "The commissioners are so weak that they can't be trusted to make their own decisions . . ." according to the FCBA, Comr. Hyde said, and in that atmosphere there could be no compromise. Mr. Russell, who had given the earlier testimony referred to by Comr. Hyde, denied that he had made such an inference.

Comr. Hyde said that he was in agreement with the bar association objectives but doubted the bill, as drafted, would accomplish the desired purposes. He said the protest provision has caused great delay and harm and that any desired benefits have more than been outweighed.

"Sophisticated" lawyers and applicants use the section to cause delay and it works a hardship on the little man, Comr. Hyde maintained. Mr. Russell, in stating FCBA objections to S 1733, said that any safeguard of the public interest will in certain instances cause some delay and that, in many instances, McFarland letters actually eliminate the need for hearings.

Mr. Wollenberg, in urging acceptance of S 1898, said that it would greatly cut down petitions for rehearing of grants.

No Action This Session • Sen. Pastore said that neither proposal stood a chance for passage during the present session of Congress and strongly urged the two sides to compromise their differences. Through unanimity, he said, the bill stood a good chance of passage.

Comr. Frederick Ford, the only other commissioner present, said that he had intended to outline the objections to S 1898 but would withhold them in light of Sen. Pastore's statement the bill would not be acted upon this session. He said that he personally was opposed to the bill in its present form.

Also Thursday, Comr. Hyde urged the committee to act favorably on S 1737, which authorizes the FCC to fine licensees up to $500 for certain violations in the common carrier and special service fields.

Donald K. deNeuf, vice president of Press Wireless, rose from the audience to protest two provisions of this bill. He asked why broadcasters also would not be subject to fines under the bill and Comr. Hyde said that such a provision is not needed.

Associated With Taxicabs • Mr.

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Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

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Photo: International Paper Company installations in Bastrop, Louisiana, including two of its ten Southern Kraft Division paper mills, producing quality bleached papers and container board; the Single Service Division, producing milk cartons; and the Bag-Pak Division, producing multiwall bags.

deNeuf protested that Press Wireless is in the position of leasing its facilities and cannot control violations of the lessees and that practically all violations are unintentional and technical in nature. "I don't understand why we have to be classified with a taxicab," he said.

Comr. Hyde said the fines were proposed because the FCC did not want to use the only other sanction within its power—revocation of licenses. The legislation is needed to take care of common carrier licensees who disregard Commission orders and inquiries, he said.

The subcommittee, with Sen. Strom Thurmond (D-S.C.), held hearings Tuesday (June 9) on five other FCC-proposed amendments to the Communications Act. The bills and their provisions:

S 1734: Strengthens the law regarding ex parte contacts by prohibiting any person from making an off-the-record presentation to the FCC, individual commissioners or members of the staff.

S 1735: Prevents commissioners from accepting honorariums.

S 1736: Eliminates the requirement that applications be submitted under oath.

S 1738: Redefines the duties and functions of the Commission review staff, giving commissioners more freedom in its use.

S 1740: Gives FCC authority to regulate charges of common carriers for micro wave and point-to-point services (present authority covers only wires).

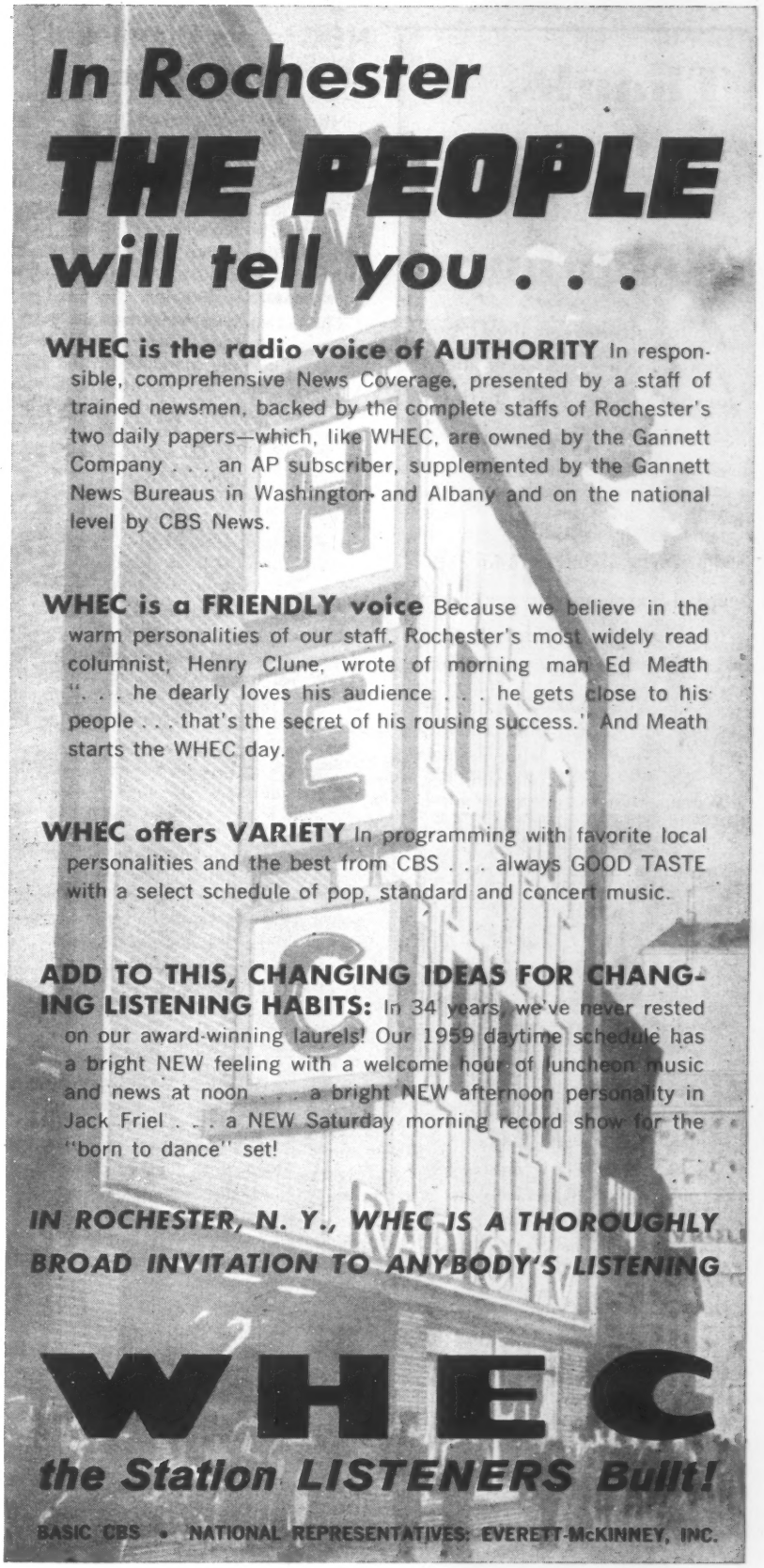
As stated earlier, Mr. Russell testified in opposition to S 1738. He said the FCBA favored S 1734, S 1735 and S 1736 but took no position on S 1740.

Unduly Restrictive • Comr. Hyde stated that Sec. 5 (c), which defines the duties of the review staff, is "unduly restrictive" upon the Commission. He said the bill would in no way "water down" the commissioners individual responsibilities.

In written statements submitted for the record, Comrs. Robert Bartley and Frederick Ford entered statements in the record recommending total repeal of the restrictions on usage of the review staff.

Mr. Russell maintained that "the present bill is unwise and does not deal with the heart of the matter. . . . It would permit the Commission to have a recommendation that nobody would know about."

Comr. Hyde retorted that "We are not asking for any opportunity to consider secret and undisclosed reasons . . ." for reaching a decision.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WHEC is a FRIENDLY voice Because we believe in the warm personalities of our staff. Rochester's most widely read columnist, Henry Clune, wrote of morning man Ed Meath ". . . he dearly loves his audience . . . he gets close to his people . . . that's the secret of his rousing success." And Meath starts the WHEC day.
WHEC offers VARIETY In programming with favorite local personalities and the best from CBS . . . always GOOD TASTE with a select schedule of pop, standard and concert music.
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NBC asks dismissal of Philco's protest

NBC last week asked the FCC to dismiss a protest filed by Philco Corp. in August 1957 against renewal of licenses for the network-owned WRCV-AM-TV Philadelphia. NBC's filing was a reply to Philco's request to the FCC the previous week to "expedite" a court-mandated hearing on the renewal (BROADCASTING, June 8).

The network last week said it doesn't oppose expedition but feels the four months since the mandate by the U.S. Appeals Court in Washington is not an "unreasonable" period of time. NBC asked dismissal of the Philco protest for its "failure to specify with particularity" facts to show the grant was improperly made and asked the FCC to find, after oral argument, that even if the facts alleged in the protest were proved there still is no ground for setting aside the license renewal action.

NBC said the present proceeding is not the proper forum for determining questions of must-buy and option time policies of the network, brought up by Philco. NBC noted Philco made no comments in the Barrow hearings on these questions.

The network added that it has discarded must-buy practices, that the FCC has found option time reasonably necessary, that the Barrow report recommends continuation of the "first-call" relationship of affiliates with networks, that public hearings have begun in the FCC's network program inquiry and that the Barrow report indicated the present compensation practices of networks do not require more specific rules.

Antitrust Scoreboard • Replying to Philco's summary of court litigation involving RCA-NBC, the network said that of 11 antitrust actions against RCA-NBC, six have been terminated and there has been no adjudication of facts. RCA-NBC never admitted violations of antitrust laws and Philco puts the "most strained and sinister interpretation" on the termination of these litigations, "exaggerating some facts, suppressing others," NBC said.

The civil and criminal suit on RCA patent licensing didn't involve NBC at all, the network said. NBC added that RCA merely signed a consent decree with Justice to alter certain practices, never admitting violations. RCA pleaded *nolo contendere* in the accompanying criminal action, paying $25,000 fines each on four counts. NBC said it's apparent that problems between Justice and RCA in patent licensing are settled since in a subsequent case RCA was named as a co-conspirator but not as a defendant.

NBC took exception with Philco's statement that litigation between RCA and Zenith had been settled "just recently." The settlement was in September 1957, NBC noted.

The network said it is appropriate for the FCC to consider RCA antitrust litigation if this has reflected on the qualifications of NBC as a station licensee, but said it feels the "facts and FCC precedent compel" the conclusion that no "adverse effect" on NBC should result; that the litigation has no relation to broadcasting or NBC conduct of its broadcasting business. NBC cited an FCC finding holding that Westinghouse Radio Stations Inc. (now Westinghouse Broadcasting Corp.) was not affected as a broadcast licensee by litigation against the parent Westinghouse Electric Corp.

Magnuson proposes new agency building

Sen. Warren Magnuson (D-Wash.) has proposed to the Senate Appropriations Committee that the FCC and seven other federal regulatory agencies in Washington be housed in a single new building. Present agency housing has long been "unsuitable, inefficient and generally unsatisfactory from the standpoint of the government, the related industries and the public," Sen. Magnuson said.

"With few exceptions, the facilities are wholly incompatible with the quasi legislative, quasi judicial functions for which the agencies are responsible." Sen. Magnuson, chairman of the Senate Commerce Committee and the Independent Offices Subcommittee of the Appropriations Committee, pointed out that one building for the eight agencies would save at least $300,000 yearly in service functions alone.

"The fact the commissions are widely scattered results in deplorable inconvenience to persons who have business with the agencies," the senator stated. The FCC currently is housed in the Post Office Bldg. at 13th St. and Pennsylvania Avenue.

In addition to the FCC, other agencies which would be placed in the proposed building are Interstate Commerce Commission, Federal Power Commission, Federal Trade Commission, Civil Aeronautics Board, Federal Maritime Board, Securities & Exchange Commission and the National Labor Relations Board. All of the agencies except two are under Sen. Magnuson's Commerce Committee.

Sen. Magnuson asked the General Services Administration to investigate his proposal and report back to the Appropriations Committee by January 31, 1960.

FCC & OVERSIGHT
Panelists to weigh Commission problems

FCC Chairman John C. Doerfer heads a 13-man panel which will discuss four Commission problems before the House Legislative Oversight Subcommittee tomorrow (Tuesday). Other panelists will include FCC staffers, practicing attorneys and broadcasters.

Rep. Oren Harris (D-Ark), chairman of the subcommittee, said last week that the congressmen hope to "receive information which will be of great assistance in ascertaining the nature of important administrative problems and in determining what recommendations to Congress are necessary to protect the public interest." The four topics to be covered:

"1. What legislative or administrative measures have been or should be taken to preclude attempts to influence Commission members or employes by means which do not afford a fair opportunity to interested persons materially affected by Commission action to present their case and at the same time preserve the necessary access by the Commission to information from the public, the regulated industry and others?

"2. The role of hearing examiners. Present strengths and weaknesses. What legislative measures should be taken to increase their stature and effectiveness?

Commission Role • "3. The role of commissioners and their immediate staffs and agency staffs, and the division of responsibilities. Present strengths and weaknesses. What legislative or other measures, if any, are needed?

"4. The efficiency of the Commission. What changes, if any, in the existing statutory provisions relating to substance or procedure are needed to enable the Commission to cope with the increasingly enormous volume of business coming before it?"

The FCC will present a 15-minute paper on each of the four problems with discussions to follow. In addition to Comr. Doerfer, General Counsel John FitzGerald, Chief Engineer Edward Allen and Chief Hearing Examiner James Cunningham will participate for the Commission. Practicing attorneys on the panel, all of Washington, include Donald C. Beelar, William C. Koplovitz and Ralph L. Walker.

Industry representatives who will be members of the panel include Donald H. McGannon, president of Westinghouse Broadcasting Co.; Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago; Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans; Joseph H. Ream, CBS Washington vice president; Robert L. Werner, RCA, and E. B. Crosland, American Telephone & Telegraph Co.

The FCC is one of six agencies which will appear on separate days before the subcommittee, all discussing the same four topics. The Federal Trade Commission has been scheduled for Thursday (May 18). Next Tuesday and Wednesday (June 23-24), a general round-up discussion of the four topics will be held by the subcommittee. Participants will include representatives of bar associations, trade associations and the Federal Trial Examiners' Conference.

'Citizen' protest filed against KLX sale

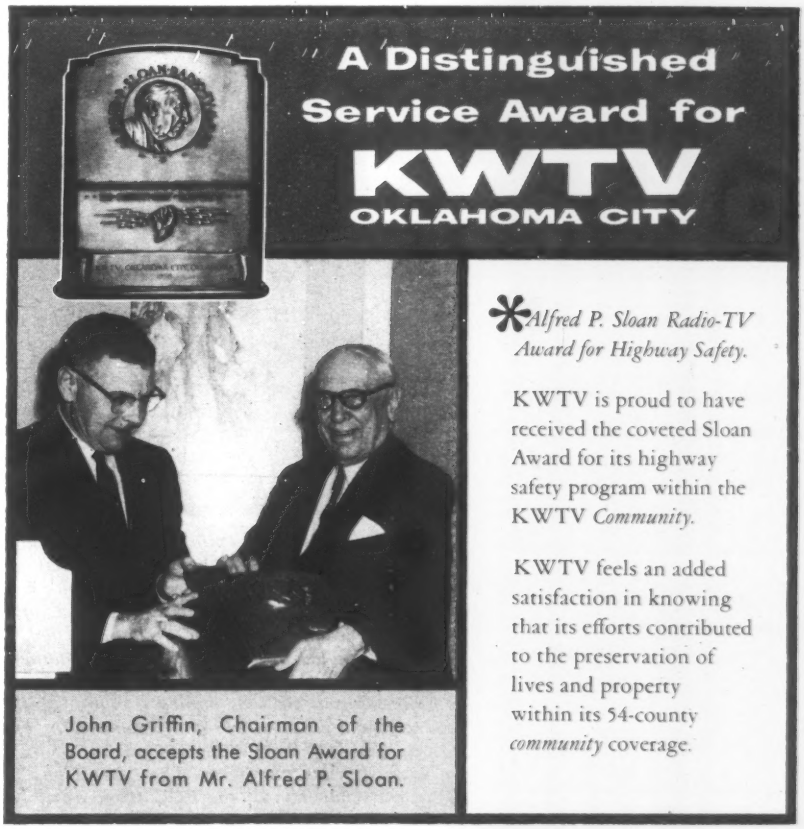
A "citizen's" protest against the FCC's approval last month of the sale of KLX Oakland, Calif. (now KEWB) by the family of former Senate Minority Leader William F. Knowland (R-Calif.) to Crowell-Collier Publishing Co. for $750,000 (BROADCASTING, May 11) has been filed by Sheldon F. Sackett, who owns KOOS Coos Bay, Ore., and a string of daily and weekly newspapers in California and Oregon.

After FCC approval of the sale, Crowell-Collier consummated the KLX purchase and now is operating it with the call letters KEWB (BROADCASTING, June 8).

Mr. Sackett's *pro bono publico* (for the good of the public) petition—not an "economic injury" protest—charges the Knowland family with, among other things, obtaining control of KLX by fraud in 1933. He revealed in the petition that he intends to start a daily newspaper in Oakland which will compete with the *Oakland Tribune*, owned by the Knowlands, and with the radio station. Mr. Sackett's sale of KROW Oakland (now KABL) to the McLendon Corp. for $800,000 was approved by the FCC last month (BROADCASTING, May 4).

FCC St. Louis stand

The FCC announced on the June 5 deadline for asking Appeals Court to reconsider the court's St. Louis ch. 2 remand that it did not intend to pursue this course. There was thought the Commission would ask U.S. Court of Appeals to reconsider with a full nine-judge court, but legal aides are now convinced the Commission can handle this as another *ex parte* case. The appeals court told FCC to look into charges there were off-record representations in the rule-making proceedings which led moving ch. 2 from Springfield, Ill., to St. Louis.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John Griffin, Chairman of the Board, accepts the Sloan Award for KWTV from Mr. Alfred P. Sloan.

NINE YEARS LATER AND NO NARBA

Hyde sees trouble unless broadcasters get behind treaties

Just suppose there were no traffic rules for the streets and highways of the nation.

Drivers would be on their own. Some would drive on the right side of the road, some on the left. They would park anywhere they liked. They would race through intersections. An erstwhile one-way street would be considered a challenge for two-way driving.

This is the gloomy picture for radio broadcasting implied by a sober-minded FCC commissioner who has worked arduously at many an international conference. He is worried at the lack of backing to get the U.S. Senate to ratify the new North American Regional Radio Agreement and its concomitant U.S.-Mexico radio agreement.

NARBA has been before the Senate for nine years; the Mexican agreement for two.

In this exclusive interview, FCC Comr. Rosel H. Hyde voices his concern.

Mr. Hyde, you have been active in representing the United States in many international conferences. Which one was the most important in your career?

NARBA, of course. That's the North American Regional Broadcasting Agreement. It regulates the use of radio broadcast frequencies in the countries of the North American region.

What are those countries?

U.S., Canada, Mexico, Cuba, Dominican Republic and the Bahamas.

Don't we have a separate treaty with Mexico?

Yes. We have two agreements with our neighbors. One is the 1950 agreement, the NARBA treaty. Mexico is not a party to that agreement. In January 1957 after many meetings we signed a separate treaty with Mexico.

What's happened to those two treaties?

They are before the U.S. Senate. As you know, ratification requires the approval of the Senate by a two-thirds majority.

You mean the NARBA treaty has been before the Senate for nine years?

Yes. After the first effort, there was no push to get the Senate to ratify the NARBA treaty because Mexico wasn't a part of it. Now that we have a separate treaty with Mexico, it's very important to the public and the broadcasting industry to take an interest in them. Unless those who are concerned take an interest, the United States could lose important benefits.

What are these benefits? Why must we have treaties with our neighbors?

The benefits are in maintaining order and stability in the spectrum. You understand, of course, that radio waves do not respect national boundaries. They flow over them as if they weren't there. In order to bring some order out of this chaotic condition—that is what would be chaos without regulation—it is necessary for us to sit down with our neighbors and agree upon methods of using frequencies, the powers to be used, and the places they are to be used. In this way we can mesh or coordinate our national radio requirements to avoid objectionable interference with each other.

It's similar to what happened in the United States in 1927. We had to enact legislation in order to maintain discipline in the use of channels.

Have there been past treaties?

Yes. The first treaties were brought about by exactly the same conditions that required the Radio Act of 1927. American broadcast stations were suffering interference from stations outside the country and when they failed to work out interference problems on an informal, private basis, they asked the government to help protect them. The first formal multilateral agreement came in 1937. It was negotiated in Havana.

How long did that run?

For five years. But it didn't become operative immediately. It was signed in Havana in 1937, but it was not ratified by all the major countries concerned until 1940.

What caused that delay?

The ratification did not take place until there were additional negotiations with Mexico. These resulted in an exchange of notes, the so-called "Gentlemen's Agreement."

Did it work? Did it do the job?

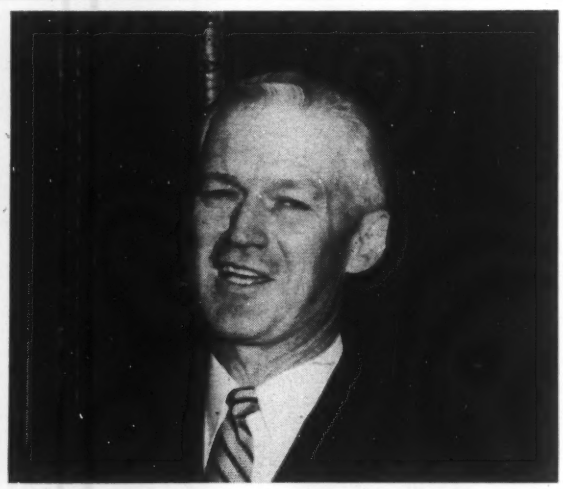
Yes. After the signing of the gentlemen's agreement, an engineering conference was held in Washington. That was January 1941. At that time conditions were worked out for the implementation of NARBA and it became operative in March 1941. The five year period ran from 1941.

All right. In 1946 the first NARBA expired. What happened then?

There was a preliminary engineering meeting and then an official formal meeting in 1946. Since the time was at hand when the prior agreement would expire and it seemed impractical to look for a new agreement in time to succeed the old NARBA, it was decided to work out an interim agreement. This was negotiated in the 1946 meeting. It was a *modus vivendi*, in effect extending the 1937 agreement as implemented by the 1941 engineering conference.

It was just a continuance of the first NARBA?

Not exactly. There were some changes. Cuba received certain new assignments. . . .



Rosel H. Hyde is the epitome of the government career official. An Idaho Republican, he entered government service in 1924 as a clerk in the Civil Service Commission. He moved over to the Federal Radio Commission in 1928, first as a clerk, then as an attorney. When the FCC was created in 1934, Mr. Hyde remained as an attorney, was appointed assistant general counsel, then general counsel. He was named a commissioner in 1946 and reappointed in 1953. His present term expires June 30 this year. On June 4 he was confirmed by the Senate for a third seven-year term. The earnest and affable Mr. Hyde was chairman of the FCC from April 18, 1953, to Oct. 4, 1954.

How long did the *modus vivendi* last?

Three years. This was an executive agreement which, by its terms, was to expire in 1949.

Then you had another NARBA conference?

We had our first conference on this in Montreal in 1949.

With all countries attending?

No. Not all. Mexico and Haiti did not attend, although the Mexican government had an observer present.

Is this the NARBA which is now before the Senate?

Yes. The Montreal conference was followed by a meeting between United States and Cuban representatives in Havana in early 1950, and finally by all North American countries, save Haiti, in Washington in November 1950. The new NARBA was signed in Washington then.

Was it signed by all countries?

No. Mexico withdrew before the conclusion of the conference.

Oh, I see. We negotiated a bilateral agreement directly with Mexico. Is that it?

Yes.

But why didn't the Senate ratify the NARBA agreement—the 1950 treaty?

There were certain objections. The clear channel group opposed the 1950 NARBA and they were supported by the national farm organizations. This was brought out in the 1953 hearings before a subcommittee of the Senate Foreign Relations Committee.

Why did the clears object?

Their objections were based on the fact that under the new agreement certain primary U.S. clear channels would be used in Cuba on a secondary basis. These constituted a limitation on full U.S. use, it was felt. Also the clear channel group felt it was not wise to enter into an agreement with other countries when Mexico was not a party to it.

Do you think they were right?

I would not quarrel with their contention that it would be better to have no Cuban stations on the American clear channels and that it would have been desirable to have an agreement with all countries of the region. However, there has to be a mutual recognition of the interests and needs of each other in order to have agreement. This is not the sort of thing that you try before some impartial arbiter. The terms of an agreement have to be what all the parties agree to. We have far more to lose in case of a breakdown than any of the other countries. Don't forget we have three times as many stations as all our neighboring countries put together.

Can we pursue that? What do you mean "we have far more to lose"? Just exactly what would happen if this NARBA treaty is not ratified?

A brief answer would be that there is the risk of a general deterioration of engineering standards. I don't think broadcasting is going to be wiped out. But if one country begins to license stations without regard to others, who can tell where it would end?

Don't forget every sovereign nation claims the right to use every channel. If we assert that right, our neighbors will assert the same right.

But wouldn't that be cutting off our nose to spite our face? I mean that would be true of each country. Can't we just agree to limit interference?

There are various ideas on what constitutes interference. In our country we adhere to a rather high degree of engineering efficiency. We have found it desirable to insist on high standards in order to get good transmission and reception quality out beyond the confines of big cities.

Mr. Hyde, you spoke of deterioration of service. Just how would this show up?

The effects would vary according to the type of service. The extended service of the clear channel stations could be largely destroyed. These signals are of very low order and a transmitter of relatively low power in a neighboring country could impair this skywave signal to such an extent as to make it almost useless.

What distances are you talking about—100 miles, 200, 300?

It could impair reception as near as 50 miles from the station to points hundreds of miles away. It would affect the service of people in little cities and towns which do not have nearby stations.

Well now, what type of agreement prevents widespread interference now? There's no general treaty in existence today. Why doesn't Mexico or Cuba put on any station they want to any place they want to?

The main reason is to protect the negotiations. You maintain the *status quo* in order to keep faith with your signature on the agreement.

You mean a sort of gentlemen's agreement to maintain order?

I believe it is quite proper and within our legal responsibility to refuse to license stations in a manner that would be inconsistent with agreements we have signed while they are before the Senate. But this is the kind of a situation which may not go on indefinitely. Eventually the point will be made either in the prosecution of an application or in an attack on some action

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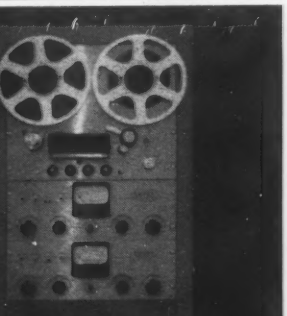

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. . . Canada and Cuba have ratified 1950 NARBA but are not bound because of U.S. failure to follow suit . . . present 'gentlemen's agreement' could mean trouble . . .

Interview with

Rosel Hyde

we've taken that we are violating the rights of an applicant and that we have no legal basis to refuse a frequency that is applied for.

Well, what's causing the delay in ratification?

The lag in ratification, I think, is lack of interest by the broadcasters generally, and the objections of a part of the industry.

Whom are you talking about when you say "part of the industry"?

The one objection that came up at the very brief Senate hearing on the Mexican agreement was voiced by the daytime broadcasters. They objected to ratification because the agreement does not permit U.S. operation into the evening hours on Mexican clear channels. But I want to point out that neither does it permit Mexican stations to operate into the evening hours on U.S. clears.

Do you mean to say everyone else is in favor?

I would say so. The American delegation during the conferences and even prior to the negotiations was in close touch with interested members of the industry. Every participant agreed that, in the overall interest of the United States, we would do well to sign the agreement. This included representatives of the daytime broadcasters.

Does the lack of ratification embarrass the Commission in its normal duties?

This is something that could become more difficult with the passage of time. The question is how long can you go ahead and give recognition to understandings with foreign governments if the treaties are not ratified. Also, we are foreclosed from taking advantage of direct benefits which these treaties provide. For instance, under the new agreement we could license stations to operate with 5 kw daytime on Mexican clears. There is a limit of 1 kw now under the gentlemen's agreement, which, by the way, has no expiration date. Now the new agreement would replace the gentlemen's agreement and it would constitute a codification of all understandings with Mexico.

The point you are making is that the opposition of the daytimers works against them because, if the Mexican agreement were ratified, U.S. daytime stations would be permitted to go to 5 kw.

That is right. We cannot authorize such increases now without repudiating the gentlemen's agreement of 1940. It is an obligation of the United States. But it would become possible to do so if the gentlemen's agreement were superseded by the new agreement.

Have any of the North American countries ratified the 1950 NARBA?

Yes. Canada has ratified, with certain reservations which we have acquiesced in. Cuba has ratified.

Has Mexico ratified the bilateral agreement with us?

Mexico has not ratified. We have every reason to expect, however, that it will proceed expeditiously if we do.

Since we haven't ratified either of the treaties, the other countries are not bound by their terms, are they? Have any of them jumped frequencies, or boosted power beyond . . .?

The only instance in which we have out-of-band operation, or operation contrary to the standards of the agreement, is in the case of Cuba. Cuba has stated very frankly that it does not consider itself bound by the previous agreement. When we have pressed them to eliminate some of the sources of interference to our stations they have reminded us that while they have ratified the new agreement we have not.

So, although Cuba ratified the new NARBA, it has been operating off-base as it were?

That is true, but you will understand that the agreement does not become enforceable until both countries have ratified.

Well, in other words, because we haven't ratified it has given them the opportunity to disregard our use of frequencies?

That's right. Our failure to ratify has given them some argument for the position they take. Furthermore, there are certain changes—a limited number—which we were to make to accommodate certain Cuban operations. This we have been unable to do because of the lack of ratification.

Oh, they are operating under what they consider their rights under the new NARBA. . . .

No sir. They have a number of operations underway which could not be accepted under the standards of the new NARBA. It should be mentioned that most of the operations which have been giving us trouble were authorized in Cuba after the expiration of the old NARBA and before the signing of the new agreement of 1950.

Are these operations along a certain area or direction or are they all over the map?

Interference from these operations is more noticeable in the southeast part of the United States, because of U.S. proximity to Cuba, particularly on regional and clear channels.

Does this interference affect regionals and local stations too?

Oh yes. Actually there are far more stations of these classes that are vulnerable to the unregulated use of the spectrum than clear channel stations. If there is one class that is particularly vulnerable it would be regional stations. Many regionals operate with very expensive, highly directive antennas. The benefits of these very expensive directionals would largely be destroyed by the unregulated use of channels.

Would local stations—local full time stations—suffer at night without a gentlemen's agreement or a treaty?

They could suffer. For instance, the treaty provides maximum powers for local stations. Now in the case of Mexico there are provisions which would permit an increase in power on both sides under certain conditions.

In the case of Canada, certain changes in power are contemplated, with the understanding, however, that radiation towards the United States would not exceed certain standards. Obviously, a high powered foreign station on the border operating on the same frequency where we have 250-w stations could create severe dislocations.

I am looking at an allocation map. Here is WOOK Washington on 1340 kc. This station has limited coverage at night. Would it be further limited if Mexico and Cuba permitted their 1340 kc stations to increase power?

Yes. The effects would be something like this: Each additional signal adds interference to stations in the general area. Right now the Cuban stations are

operating under power limitations. Let's say the treaty is abandoned and Cuba increases the power of those stations. We could, perhaps, compensate by increasing the power of ours down in Florida. But when this increase occurs, in order to regain service area lost because of the Cuban increase, the Florida stations will impinge on stations to the north. And when those in the north increase their power to compensate for their loss, you get a chain reaction, you see.

Because of the sizable areas of interest in our country, we find it appropriate to protect signals for considerable distances. There is less need for that in Cuba or in the Dominican Republic.

In Mexico, they have the same kind of requirements in many respects as we do. Mexico has great areas of rural population. So has Canada. So those two countries have an interest in common with us to protect rural signals from interference. But in the absence of international agreements all such rural service loses international protection.

In other words, we're opening up a Pandora's box?

Yes. It's a situation where we have a tremendous stake and very much to lose. I still think radio is an important national asset and it would be folly to destroy the channels of nationwide communication.

Maybe fm is the answer.

Fm certainly can provide service, but I do not think it's good administration to abandon one service with the thought that we'll start over again in another part of the spectrum. You must remember there are more than 100 million air receivers in the hands of the public. Also listening habits are not something you change overnight. While fm should have much further development than it has had up to now, this is no reason to abandon appropriate engineering standards in am.

Is anyone trying to prod the Senate to move on the treaties?

There certainly has not been sufficient recognition of the present danger of loss. It seems not to have attracted the attention the subject deserves. Unless members of industry recognize the situation and undertake to develop an awareness of it, I'm afraid the United States could lose a very great and valuable asset, solely by default.

Isn't it possible to get the Senate to move on this, even though there are objections—in fact only a single objection?

The problem is that treaties require a two-thirds vote for ratification. If an air of conflict is created, there is not much incentive to push the matter.

Doesn't the FCC have a rulemaking proposal to permit daytimers to extend their hours of operation, from sunrise to sunset or 6 a.m. to 6 p.m., whichever is longer?

The Commission's rulemaking is to study the proposal that we allow extended hours of operation on daytime stations. This is not confined to Mexican clear channels at all. There are six Mexican clear channels. The Commission's proceeding involves all of the frequencies of the broadcast band.

How many daytime stations are there?

Approximately 1,300.

How many on the Mexican clears?

There are between 800 and 900 daytimers on regional channels. There are about 250 on the six Mexican clear channels.

Well, sir, what can be done?

The answer is, I suppose, that the people who stand to lose the most—and that's most of the over 3,000 broadcasters in this country—have got to realize that these treaties should be ratified. They must use their influence, if you please, to bring to the attention of their senators, the vital need for some type of international agreement. Otherwise broadcasters of our country and the public stand to suffer irreparable loss. It is that serious.

Keene libel settled

The year-long legal bickering between Princess Theatre of Berlin, N.H., and WKCB, that city, was settled June 6. WKCB had been sued for libel after an editorial broadcast. Its operation was completely disrupted for a while when the writ of attachment, first step in a New Hampshire damage suit, captured the WKCB bank account and many of its accounts receivable.

Many stations and organizations raised a fund of $10,000 which was placed in escrow for release of the attachments. Among stations were WWLP Springfield, Mass.; WMCA New York, and KPOL Los Angeles. Richard P. McKee, WKCB president, said he still believed in editorializing despite the legal troubles. He voiced the hope state legislatures having writ of attachment laws would examine these laws so they may not be used to close up a newspaper or broadcast station prior to court action on libel or slander suits.

Mack defense begins; acquittal move denied

The defense in the criminal conspiracy trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside was denied motions for acquittal last week and began presenting its own side of the case. The government completed its direct evidence on Tuesday (June 9).

Defense counsel in moving for acquittal held the government failed to make a case strong enough to present to the jury. The defense also moved to strike from the record the testimony of various witnesses. This, too, was denied by Federal District Judge Burnita S. Matthews in Washington where the trial is being held.

Nicholas J. Chase, attorney for Mr. Mack, told the court last week that Mr. Mack has been advised by two physicians that he faces permanent injury to his health if he appears on the witness stand in the trial. Mr. Chase made this statement in arguing for admitting various FCC documents offered by Mr. Mack, which he claims he relied on in voting in favor of Public Service Tv Inc., a National Airlines subsidiary, for the award of ch. 10 in Miami. Judge Matthews at first had held the documents could be admitted only if Mr. Mack testified he based his vote on them, but reversed herself and admitted the evidence after the health argument.

Mr. Chase earlier in the week had argued it was no more wrong for Mr.

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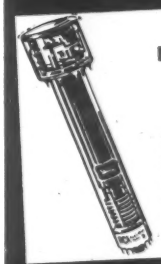

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Mack to accept financial help from Mr. Whiteside than for former Presidential Assistant Sherman Adams to take gifts from Bernard Goldfine. Mr. Adams resigned after testimony before the House Legislative Oversight Subcommittee that he accepted gifts from Mr. Goldfine, who at the same time had business before a government agency. The defense holds that money paid by Mr. Whiteside to Mr. Mack during the latter's tenure on the FCC merely represented the continuation of a relationship between the two friends that had existed before Mr. Mack joined the FCC and that the payments were not made to influence Mr. Mack's vote.

The leadoff defense witness last week was Mrs. Anne Hutterly, chief FCC minutes clerk, who testified on the documents which the defense claims Mr. Mack relied on in voting for PST in February 1957.

Sees global tv soon

An instantaneous worldwide telecast will be achieved in less than 2½ years, James C. Hagerty, news secretary to President Eisenhower, said June 8 in a commencement speech at Allegheny College, Meadville, Pa. He said he had "about a 40% chance" of helping arrange the telecast before President Eisenhower's term expires. Earth satellites would be used to relay the tv picture around the globe. The President's voice was bounced off the moon June 3 by radar from Millstone Hill, Westford, Mass., and picked up by Prince Albert Radar Lab., Saskatchewan. The Eisenhower message of 112 words was sent to Canadian Prime Minister John G. Diefenbaker and the Canadian people.

• Government notes

• Jack R. Poppele, for three decades chief engineer of WOR New York and onetime head of the Voice of America, is active in the radio management field again as president of Atom Broadcasting Corp., which has been granted assignment of WAUB Auburn, N.Y., by FCC a fortnight ago. Grant was made as the latest Commission decision in a complex case involving charges against WAUB on the assignment of its construction permit as well as the grant of an application for additional time to construct, leveled by WMBO-AM-FM Auburn. The FCC noted that "substantial construction has been expended toward the completion of the station," by seller Herbert P. Michels, who is to receive $5,400 for out-of-pocket expenses from buyer Atom Broadcasting and is to retain a 25% interest plus a vice presidency in Atom.

• Practically the remainder of this calendar year has been opened for the filing of comments on the subject of fm stereophonic multiplexing as part of the FCC's inquiry into possible wider uses for fm subsidiary communications authorizations. The Commission has granted a request by Electronic Industries Assn. and extended the time for filing of comments from June 10 to Dec. 11. Comr. Robert Bartley dissented in the Commission decision.

• Tucumcari Television Co., which has been battling for a ch. 70 tv translator station in San Jon, N.M., to translate programs of ch. 10 KFDA-TV Amarillo, Tex., (BROADCASTING, May 11), has lost the next to last round of its fight. The FCC directed preparation of a document which would deny Tucumcari's application for the translator. This action followed an oral argument which in turn had come after an initial decision of last March denying the Tucumcari bid on the issue of "unauthorized operation" among others.

• Educational ch. 9 KQED (TV) San Francisco, Calif., will be allowed to broadcast a single still shot, a record album cover, while the program *Portrait in Music* is broadcast aurally, according to an FCC rules waiver last week. The waiver will last for a year. Three Commissioners dissented in this case: Robert Bartley, T.A.M. Craven and Frederick Ford. Comr. Bartley was quoted as observing that "picture shows should move."

• CBS Radio last week filed comments supporting NAB's proposal to the FCC asking changes in rules so that the identification of the sponsor may be withheld in "teaser" commercials (BROADCASTING, May 25). CBS Radio said advertisers seem to be showing "more interest" in this form of advertising.

PROGRAMMING

A NEW $64,000 QUESTION

What's in the New York grand jury report on tv quizzes and why is it under wraps?

The long-anticipated New York grand jury report on alleged scandals in tv quiz shows went in the form of a presentment to General Sessions Judge Mitchell D. Schweitzer last week—who promptly put it under lock and key. The resulting howl at the imposed secrecy was heard on front pages across the land.

His action in sealing the report was attacked immediately both by the jury foreman and the assistant D.A. who prepared the case, each alluding to serious charges therein which they felt should be made public. After it was disclosed that parties to the case had challenged the presentment's validity even before its existence was made known, the district attorney's office said it was investigating a possible "leak" of the report's contents.

Judge Schweitzer indicated he would hear arguments on accepting or expunging the presentment before June 26.

The legal issue involved is whether a presentment (which is a statement of the jury's opinions on a given situation, as distinguished from an indictment, which charges violations of law) has standing under the laws of New York. Attorneys who opposed the presentment say it does not when a public official isn't involved.

What Precedent? • The district attorney's office, on the other hand, says it knows of no precedent for a presentment being challenged. Standard procedure, the D.A. said, would be to make the report public and later seek to have it expunged.

That was what the challengers wanted to avoid. James P. Durante of Lewis, Durante & Bartel (representing Entertainment Productions Inc., which produced the late *$64,000 Question* and *Challenge*, said: "If you're called a thief, you can defend yourself in court, and if you're acquitted you're vindicated, but with a presentment you don't have any recourse."

J. Norman Lewis, senior partner of the same firm, emphasized also that the briefs challenging any presentment which the jury might make had been filed two months prior to the report, with no knowledge that a presentment was forthcoming but as a routine "just in case" policy. He also stressed that his firm's briefs were not the only ones filed at that time, any others had not identified themselves late Thursday.

Jury foreman Louis M. Hacker, former dean of the School of General Studies at Columbia U., said the report covered matters of "large public interest," and that "charges have been

made in the course of which large sums as prizes were received by those who participated in these frauds." (Observers, noting the grand jury ended its work without handing down any indictments, assumed Mr. Hacker did not use the word "frauds" in a legal sense.) He continued to say that, "Obviously, moral questions affecting society, if not legal ones, are involved here." He said the public would benefit from publication of the report, and added that it affects the whole tv industry.

American Hoax • Assistant district attorney Joseph Stone said the presentment "uprooted a tawdry hoax which was perpetrated on the American people."

CBS-TV and NBC-TV, the two networks who carried programs principally involved in the grand jury probe, made it clear they had not joined in challenging the presentment, saying only that they had cooperated with the grand jury and would continue to do so. Most of the programs involved have long since left the air, largely because of publicity attendant to the grand jury's activities.

The only indictment to come out of the case involved Albert Freedman, a producer of *Twenty-one*, who was charged with perjury by another grand jury after denying he had furnished answers to quiz contestants.

Summer tv format

A study of summer programming on tv networks by the A.C. Nielsen Co. indicates that the continued use of the winter format with new material usually improves the share-of-audience figures for the program.

The Nielsen study covered sponsored network tv programs during July and August 1958. It aimed to determine the performance range of summer programming by measuring it against equivalent winter performance standards. The main conclusions reached by the study are:

• Summer re-run telecasts can maintain winter share-of-audience levels. Of the 47 programs using re-run episodes, 43 performed within 5%, or had better than winter share levels.

• Summer replacement programs, as a group, fell 18% below the share performance of the winter shows they replaced. Because of this, generally lower performance and fixed time costs, summer replacement programs must cost considerably less than re-runs to be as efficient, cost-wise.

Nielsen noted that in order to obtain useful performance comparisons, which would not be affected by seasonal viewing levels, share-of-audience figures were used throughout the study.

AFTRA, SAG TO STUDY MERGER

Cole named by two talent unions to report on union of radio-tv and film performers

The first step toward the long-discussed merger between the American Federation of Television & Radio Artists and the Screen Actors Guild was taken last week when David L. Cole, national consultant in labor affairs, was selected to conduct a study of the feasibility of a consolidation of the two talent unions.

The announcement of Mr. Cole's selection was made jointly by Clayton (Bud) Collyer, AFTRA president, and Howard Keel, SAG president. The merger study, they said, will begin immediately and Mr. Cole will make his report to the Merger Study Committees of the two unions. A date for submission of the Cole report was not revealed.

AFTRA holds jurisdiction over performers appearing in live tv presentations and in live and recorded radio programs. SAG is the representative of talent appearing in filmed shows. Many performers hold cards in both unions.

One area that is in dispute is videotape commercials. AFTRA has contracts with the networks and stations and SAG with film companies, who are active in tape. Last year AFTRA petitioned the National Labor Relations Board to hold a referendum among performers to select a single union to represent them in videotape commercials. NLRB heard lengthy testimony on the petition but has not reached a decision as yet.

The tape issue underscores the need for a merger, its proponents claim. They also point out that a consolidation would present a solid front by performers in negotiations with network, station and film company management. At the present time, merger supporters assert, management can "play off one union against the other."

A more ambitious merger of performer unions, encompassing the five unions belonging to the Associated Actors & Artists of America, was proposed seven years ago. A joint study was made by labor specialists at the U. of California at Los Angeles and Cornell U. over a period of more than six months but the recommendations proved unacceptable to the unions.

Mr. Cole is a former director of the Federal Mediation and Conciliation Service and currently is the permanent arbitrator under the national AFL-CIO no-raiding agreement. Mr. Cole, an attorney, has been active in industrial and labor relations work for more than 25 years. In 1955 he received the American Arbitration Assn.'s gold medal for "distinguished service in industrial relations."

17 to Community Club

Community Club Services Inc., New York, added 17 stations last month to its active franchised list bringing the total to more than 225. (CCS runs competitions for cash awards open to nonprofit charitable organizations.) The new stations:

KVMA Magnolia, Ark.; WFTL Ft. Lauderdale, Fla.; WBAT Marion and WKBV Richmond, both Indiana; WDOE Dunkirk and WTRY Troy, both New York; WAPA San Juan, P.R.; WCLE Cleveland, WKGN Knoxville, WMMT McMinnville, WMTN Morristown and WGNS Murfreesboro, all Tennessee; KDYL Salt Lake City, Utah; WHLL Wheeling, WSAZ Charleston and WCCM Parkersburg, all West Virginia, and WMVA Martinsville, Va.

MOVIES BLEED AT TV'S HANDS

Film men have lost millions: Sindlinger

The findings of a special report by Sindlinger & Co., Ridley Park, Pa., conclude that motion picture companies will have lost a total of $71.3 million net in the three years ending in 1959 because studios sold their theatrical product to tv.

The report, ordered by Theatre Owners of America and disclosed last week, explains the $71.3 million loss in this way: it is the difference between the amount the companies will have lost by the end of 1959 in film rentals and the amount realized from the sale of film to tv. The loss in film rentals is placed at $212 million for the three years and the income from tv is fixed at $141.7 million.

A Sindlinger official told BROADCASTING that the film rental losses were computed by collating and analyzing the leisure-time activities of people throughout the country. Information is gathered regularly by the Sindlinger field staff. During interviews, people tell how often they go to the movies, watch theatre product on tv and participate in other activities. From answers to questions, Sindlinger arrived at the number of people who stayed aways from movie theatres to watch theatre product on tv. The film rental, the spokesman said, is a fixed percentage of the theatre gross.

Year-By-Year Loss • The loss in film rentals for each of the three years was placed at $73.2 million in 1957; $80.6 million in 1958 and $58.2 million (estimated) in 1959. The income for the sale of product to tv by each year was reported as follows: $67.9 million in 1957; $43.7 million in 1958 and $29.1 million (estimated) in 1959.

Beyond 1959, Sindlinger estimates that the sale of films to tv will bring the companies an income of $21.4 million in 1960 and $56.7 million in 1961-68.

The report notes that the "sale of pre-48 libraries was a costly mistake for distribution, as well as hurting theaters." It claims that the millions in rentals lost through the sale of films to tv "would not only make a tremendous difference in the profit statements of the film companies but would pay for the production of a great number of 'blockbusters.'"

"And this," it adds, "doesn't even take into account the great toll on theater receipts and the number of theatres forced to close due to the competition of movies on tv."

The report observes that the impact on the nation's theaters of free motion pictures on tv is "in a stage of diminishing degree." It warns, however, that "the sale of any post-48 pictures in volume, of course, would change everything, based on past experience."

Epic approach

WMT-TV Cedar Rapids, Iowa, presented a video-taped history of the city to baptize its new Ampex equipment.

Seven Ages of a City, as it was called, was sponsored by the state's power company. Commercials were tied in by showing how electricity has played a part in Cedar Rapids' growth.

The history was presented as seen through the eyes of a painter, a poet and a composer. The painter, Edwin J. Bruns, was commissioned by industrialist-historian Sutherland Dows. Paul Engle, the poet, read his history of the city with background of the paintings plus slides, photos and film clips collected by WMT-TV creative supervisor Bruce Anderson. Philip Bezanson, of the U. of Iowa, wrote the music.

Baptist air awards

The American Baptist Convention, N.Y., meeting in Des Moines, Iowa, last week presented radio-tv awards to the following: Roy Rogers and Dale Evans, cited "For consistently identifying themselves with the Christian way of life on radio and tv"; Eugene W. Roddenberry, writer for *Have Gun, Will Travel*, for "skillfully writing Christian truth and the application of Christian principles into commercial, dramatic tv scripts."

Also to: Rev. John DeBrine, associate pastor of the Ruggles Street Baptist Church, Boston, for "producing *Songtime*, a radio program heard on some 80 stations"; Jane Goodman, director of radio and tv, Metropolitan Church Federation of Greater St. Louis, "for presenting the Christian message through an outstanding use of local tv."

CBS-TV News specials

Programming plans for the 1959-60 series of special informational tv programs produced by CBS News Div. have been revealed by Sig Mickelson, vice president of CBS Inc. and general manager of CBS News. In a speech before a meeting of Canadian broadcasters in Toronto June 2, Mr. Mickelson said that the full resources of the division will be mobilized in support of the series of hour-long shows which will be seen in pre-empted time on the CBS-TV nighttime schedule.

Discussing the series, Mr. Mickelson said: "These . . . specials will take up the momentous political, social and economic developments of the day. The contents, in the main, will be dictated by affairs of urgent national interest at the time of the broadcast. . . ." Two specials now being developed, he said, are: "The Population Explosion" and "600,000,000 Miles Per Hour." Signed as a co-sponsor of six of the specials is Bell & Howell Co., Chicago.

Producers who will be available for participation in the series include: Fred Friendly, Les Midgley, Av Westin, Don Hewitt, Paul Leviten, Al Wasserman and Steve Fleischman.

MGM-TV opens office in New York July 1

MGM-TV will open New York City studios about July 1 for expansion of its commercial and industrial films facilities, it was to be announced today (June 15) by George T. Shupert, vice president in charge of tv for Metro-Goldwyn-Mayer.

The New York studio, at 550 Fifth Ave., will augment the company's production plant at MGM Studios, Culver City, Calif. Construction and equipment plans are under the direction of Bill Gibbs, director of the industrial and commercial film division of MGM-TV. The eastern production unit will primarily be concerned with the completion of commercial and industrial films photographed at Culver City, it was reported. Clients include American Motors, Viceroy cigarettes, Camay soap and Owens-Corning Fiberglas.

Filmways' subsidiary

Filmways Inc., New York, a producer of tv film commercials and industrial films, last week announced the creation of a subsidiary, Filmways Television Productions, Hollywood, which will produce, finance and distribute tv film program series.

Martin Ransahoff, president, announced that Al Simon, vice president in charge of production for McCadden Productions, Hollywood, will be president of Filmways Television Productions, effective Aug. 15. McCadden has produced the *Burns and Allen Show*, *The Bob Cummings Show* and *The People's Choice*. Mr. Ransahoff said that sales and distribution plans for the new subsidiary now are being made.

UA-TV enters tv film syndication

As expected, United Artists television has entered tv film syndication. The move was announced last week by Bruce Eells, executive vice president of UA-TV, at United Artists' headquarters in New York.

Mr. Eels said *Tales of the Viking* will go into immediate syndication with regional sponsors first on the sales target. The series has a pre-sold title (UA's motion picture release, "The Vikings") it was noted.

It was revealed also that in shooting the motion picture more than $2.5 million was spent in props, an investment retained in the tv series. Since Ryna Productions shot more footage than was needed for the motion picture, the extra film is earmarked for the tv series. UA-TV expects to release *Hudson's Bay* in about two or three months for syndication followed by *Miami Undercover* after a similar time period. UA-TV plans to release about six tv series each year and will distribute for other independent producers if the product is satisfactory.

Since early this year, UA-TV has been gathering its syndication sales staff. Executive lineup of the syndication sales force:

Kurt Blumbert, manager of syndication operations; John J. Mulvihill, general sales executive (network-national advertiser presentations); Phil Williams, eastern division manager; William R. Dothard, regional sales manager of eastern division; John R. Allen, central division manager; Howard Christenson, regional sales manager of central division; Jack Gregory, western division manager; Myron A. Elges, regional sales manager of the western division.

Jingle lawsuit

Robert L. Sande and Larry Greene, producers of commercial jingles, have filed a $100,000 damage suit against Radio Recorders in U.S. District Court in Los Angeles. The suit charges that the defendant's new audio air check service (BROADCASTING, May 11) is a threat to them and other producers of station IDs. Specifically, the complaint alleges that the audition record package advertised in BROADCASTING (May 18) includes material broadcast on KFWB Los Angeles, which was created and copyrighted by the plaintiffs and that the sale and distribution of this package constitutes copyright infringement and also enables the purchasers of the package to use Sande and Greene's material without engaging their services. In addition to exemplary damages of $100,000, complaint asks for actual damages and the impounding of all copies of the aircheck of the KFWB material. District Judge William M. Byrne set a show cause hearing for today (June 15).

Westerns syndicated

Two syndicators—CBS Films and California National Productions—last week announced wild west properties newly taken off the network are being placed into syndication. CBS Films: *Trackdown* starring Roger Culp as Texas Ranger Hoby Gilman with 71 episodes (52 making up the first package) will be available in mid-October. The "adult western" has been on CBS-tv for two years. CNP via Victory Program Sales offers this entry: *The Californians* (San Francisco of the old west). It can be slotted as a once-weekly series or as a daily strip, and has been added to other westerns distributed by CNP as a "Western Omnibus" if a package is desired. It has been on NBC-TV for two years.

AFM protests victory in election by MGA

The American Federation of Musicians on Thursday afternoon (June 11), deadline for protesting the results of the NLRB election of a fortnight ago, filed its objection to the victory awarded Musicians Guild of America. The election, instigated by AFM, proposed elimination of the union shop clause in MGA's contract with the major motion picture studios, a move that would be tantamount to destroying MGA's power to collect dues and therefore its existence. (BROADCASTING, May 25).

The list of eligible voters was set at 1,402 and a majority of those was required to approve the AFM proposal to put it into effect. A total of 803 ballots was cast; 533 favored doing away with the union shop clause; 171 opposed this move; 95 were challenged and four were declared void. Since 533 is less than a majority of 1,402, MGA was held to have retained the clause in its contracts. AFM, in its objection, alleges that the number of eligible voters was actually only 1,020, and on that basis, the 533 votes to eliminate the union shop provision constituted a majority and the clause should be ordered eliminated.

Tape transfer

Transference of the KIRO Seattle library of CBS wartime newscasts (1939-45) from discs to tapes has been completed by students of the U. of Washington School of Communications.

The project was started in 1957 by the university with a $10,000 grant from the CBS Foundation. Cataloguing and cross referencing the tapes is expected to be completed by 1961.

Statistics: 4,000 15-minute reels of tape costing $12,000, 1,000 hours of newscasts, 2.4 million ft. of tape.

Mrs. Roosevelt in pilot

Mrs. Eleanor Roosevelt, who was delivering her first tv commercials for Good Luck margarine a few months ago (BROADCASTING, Feb. 23), is to appear in a pilot film this July for a possible tv discussion series backed by Colorado film producer - distributor Alexander Film Co., it was announced last week. Mrs. Roosevelt is to discuss world affairs with a panel of college students, some of whom will be from other countries, it was understood.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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city *zone* *state*

Send to home address — —

* Occupation Required

PAY TV TEST
Zenith planning on-the-air trial

Zenith Radio Corp. last week confirmed what everybody had known right along—that it plans to start field-testing its phonevision pay tv equipment and "negotiate arrangements" for an initial operation under the FCC's new test rules.

The confirmation came from Joseph S. Wright, Zenith president, in a major policy report before the Security Analysts of San Francisco last Thursday, June 11. He reiterated his belief toll tv is inevitable "and when it comes it will be on the over-the-air basis," not by coaxial cable, whose costs he described as "fantastic." Mr. Wright alluded to prospects of wiring San Francisco, Los Angeles and other cities for subscription television.

Unlike his predecessor, the late Comdr. E. F. McDonald, Mr. Wright took a more conciliatory attitude toward commercial network tv programming. He said: "One of the things which contributed to the poor showing of the tv set industry is the public apathy about current programming. Please don't misunderstand this as a criticism of the networks and broadcasters—they have done a magnificent job of programming within the economic limitations of advertising support . . . But the pressures of keeping from four to seven tv transmitters busy for 18 hours a day in the major cities are tremendous, particularly when you consider that all these stations' overheads and expenses, as well as the cost of the program product, can never exceed what an advertiser is willing to pay to sell his product."

No Details • Zenith spokesmen, playing it customarily close to the vest, declined to amplify Mr. Wright's remarks Thursday on (1) a proposed target date for launching its field tests (2) with what interests it has conducted "preliminary discussions" and hopes to complete negotiations, and (3) specifically what markets may be involved.

It's been known, however, that Zenith is eyeing the Milwaukee market and has had talks with Gene Posner, new owner of WXIX (TV), uhf ch. 18 (CLOSED CIRCUIT, May 11). Reports of similar discussions with the owners of WFOX-TV, not yet on the air (uhf ch. 31), also have been rampant but have been denied the past fortnight.

WFOX (and construction permit of WFOX-TV) is owned principally by Howard Miller, Chicago disc jockey. He said Thursday he had not been approached by Zenith representatives and had no plans to activate WFOX-TV on grounds the city could not support another tv station. He cited the lack of converters for uhf as the major stumbling block.

Reportedly, Zenith has also been investigating several cities other than Milwaukee in its search for a pay tv site.

Mr. Wright pointed out Zenith has pioneered in research and development of pay tv for 25 years and that "right now we are about to begin field testing our latest equipment for an over-the-air system which we feel can be produced and maintained in the subscriber's home for pennies a day, including the cost of servicing the equipment."

Despite the "rather restrictive conditions" attached by the Commission to trial runs of toll tv, Mr. Wright asserted, it'll "not then be a question of whether the system is to be made nation-wide, but how fast can it be done."

Limited Entertainment Experience • Zenith also is "actively exploring what needs to be done to initiate an operation under the terms and conditions of the latest FCC order on the subject," Mr. Wright acknowledged.

He added that because Zenith's experience in entertainment and broadcasting is limited, "we are very much interested in having the participation and cooperation of the individuals and companies who are experienced in these fields. We have had a number of preliminary discussions along this line, and hope to begin very shortly to negotiate arrangements which may make it possible to proceed with an initial operation."

Once this materializes, he continued, a new industry will be created, presaging "very favorable influences" on entertainment and broadcasting fields as well as the tv set business. Mr. Wright also reported a new sales record for Zenith's second quarter and predicted 1959 sales will increase substantially over its previous record year of 1958. First quarter sales and earnings jumped 40% and 63%, respectively, over the same period last year, he said.

Long poll

The WBRB Mount Clemens, Mich., *Sound Off* program turned into an all-day affair late last month when the station conducted an on-the-air poll on whether a personal or sales tax should be introduced by the state.

Sound Off (listeners telephone the station with their opinions) usually runs 10:05-11 a.m., but response to the poll was so great that the poll was continued until signoff at 7:45 p.m. The count: 290 for personal tax; 285 for sales tax.

Tape-live tv planned for 'Mrs. America'

Video tape plus live coverage means a "depth report" in the opinion of Production Alliance, New York tape-producer and packager, which plans to combine the two tv techniques for the "Mrs. America" pageant in Fort Lauderdale, Fla., to be telecast over CBS-TV on June 20 (11:15 p.m.-12:15 a.m.).

Production Alliance is delivering the telecast as a "total package" to CBS-TV. Since many of the events leading up to the selection of the winner are held for two weeks before June 20. Clay Yurdin and Phil Melillo, partners in the tape company, decided to pre-tape many of these sequences, and integrate them into a live climax.

Messrs. Yurdin and Melillo are convinced that this type of live-tape coverage will in the future give "more meaning" to such special events telecasts.

Taping of one sequence was completed last week in Washington, D.C. in which U.S. Treasurer Ivy Baker Priest congratulated the woman who will be selected as "Mrs. U.S. Savings Bonds" on June 20. Since Mrs. Priest could not be in Fort Lauderdale on that date, the congratulatory episode was taped with Mr. Melillo briefing Mrs. Priest while her children, Nancy and Ray, looked on.

Production Alliance officials estimate that 40% of the coverage will be live and 60% on tape.

The telecast will be sponsored by Whirlpool Corp., St. Joseph, Mich., through Kenyon & Eckhardt, Chicago; Culligan Inc. (water softener), Northbrook, Ill., through Alex T. Franz Inc., Chicago, and Johns-Mansville Corp., New York, through J. Walter Thompson.

CBS-TV obtains rights to Olympics in 1960

CBS-TV will present daily tape programs covering the 1960 Olympics in Rome, it was announced jointly last week by CBS-TV and the Italian Olympic National Committee.

CBS-TV was awarded exclusive North American tv rights after discussions between Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, and Gardner Adv.,

representative of the Italian Olympic National Committee. The price for the rights was not disclosed.

Louis G. Cowan, president of CBS-TV, reported that the network plans to present daily telecasts, up to one hour in length, in prime evening time, starting Aug. 25, 1960. He said a majority of the events will be carried on the same day they take place in Rome. The network will make use of Alitalia Airlines to fly tapes to New York.

• Program notes

• Columbia Pictures Corp., N.Y., has assumed ownership of the independent film library of Sherman Grinberg, which will be integrated with Columbia's library, and offered for sale and rental as stock footage to tv film and motion picture companies. Mr. Grinberg will become exclusive representatives of the library.

• Warner Bros. Pictures Inc., N.Y., reports a net profit of $4,626,000 for the first six months ended last Feb. 28, as compared with a net loss of $2,894,000 for the similar period last year. Income from film rentals, including tv, rose to $40,373,000 from $31,332,000 in the previous period.

• Negotiations have been completed between NBC International and Nippon Television (NTV) in Tokyo for next season's new Perry Como series sponsored by Kraft foods to be seen in Japan in color. The announcement was made last week by Alfred R. Stern, director of NBC International operations and chairman of NBC International Ltd., who arranged to rush color video tape recordings to Japan by jet plane. NTV is reportedly in the process of building two tv studios for exclusive use of color. Including Japan, a total of 16 countries are scheduling the Como show, Mr. Stern said.

• CBS-TV has scheduled *For Better or Worse*, a new daytime series dealing with documented case histories of marital problems, to premiere June 29 in the 2:30-3 p.m. EDT period. Program host will be Dr. James A. Peterson, marriage counselor and teacher at the U. of Southern California. Program material will be drawn from his private files, the network reported. The program is a John Guedel production in association with CBS-TV. Hal Cooper and Myron Goldman are producer and associate producer respectively.

• Bernard L. Schubert Inc., N.Y., tv film production-distribution company, has climbed to an all-time company high in available products, according to Bernard L. Schubert, president. By year's end Mr. Schubert reports it will have a total of 12 half-hour tv film series and a minimum of two feature film packages in release. Three of the series will soon go before the cameras, Mr. Schubert said. They are: *Counterspy*, *Alexander the Great!* and *The New Adventures of Mr. & Mrs. North*, all to be filmed in California.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 15-19 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.
June 15-19, 22-24 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.
June 15, 22 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson Adv.
June 16, 23 (8:30-9 p.m.) **Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.
June 17, 24 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.
June 18 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.
June 18 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.
June 19 (7:30-8 p.m.) **Northwest Passage**, sustaining.
June 19 (8-9 p.m.) **Ellery Queen**, Gulf through Young & Rubicam.
June 20 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.
June 20 (10:30-11 a.m.) **Ruff & Reddy Show**, Borden's through Benton & Bowles and Mars through Knox-Reeves.
June 20 (9-10 p.m.) **Perry Presents Teresa Brewer & Tony Bennett**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.
June 21 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.
June 21 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

• National Telefilm Assoc. Inc., N.Y., has started production of 13 new episodes for both *How to Marry a Millionaire* and *Man Without a Gun* at the Hollywood studios of TCF-TV, the tv film division of 20th Century-Fox. A third show, *The Third Man*, begins filming of 19 new episodes in England the week of June 22, at the Shepperton studios of British Lion, co-producer of the series. With the filming of the 39th episode of NTA's *U.S. Marshal*, current production of that series was recently completed at the Hollywood studios of Desilu productions, NTA reported.

• The Video Tape Facilities Committee of the Film Producers Assn. of New York has appointed a subcommittee to discuss video tape technical standards with broadcasting organizations. William Van Praag, chairman of the parent committee, has named William Unger, of Elliot, Unger & Elliot Inc., and Harry Sombor, of Filmways Inc., to meet shortly with the NAB to discuss standards in station transmission, and with the Society of Motion Picture and Television Engineers regarding production standards.

• Screen Gems, N.Y., reports its Latin American business for the fiscal year ended May 31 increased more than 50% over the previous year. Current dubbing commitments call for completing Spanish sound tracks for over 800 half hours of Screen Gems programming by the end of this fall, according to William Fineshriber Jr., director of international operations. The total number of dubbed half hours currently telecast each week in nine Latin American countries is reported to be just over 200.

• Trans-Lux Television Corp., N.Y., has signed its cartoon series, *Felix the Cat*, to a long-term pact with Transcontinent Television Corp., according to Richard Carlton, vice president in charge of Trans-Lux sales. The sale calls for delivery next winter of the first 260 four-minute *Felix* episodes to Transcontinent's WGR-TV Buffalo, WROC-TV Rochester, both New York, and WNEP-TV Scranton-Wilkes-Barre, Pa.

• WSGN Birmingham, Ala., is programming a new two-hour Sunday night record show featuring a Columbia Records' top star as the artist of the week, with original voice tracks of each artist commenting directly to the WSGN audience. Entitled *Great Moments in Music* (7-9 p.m.), the program was arranged for WSGN by Ben McKinnon, general manager of the station, Don Comstock of Columbia Records in Atlanta, and Bill Levy of Columbia Records in New York. The voice tracks are recorded in New York and sent to WSGN. The show is hosted by Bill Bolen, WSGN personality.

• NBC Radio's *It's Network Time* will present 10 hours of stereo broadcasting this week over the largest multi-city hookup of stations to date, according to the network. Stations in 15 cities will carry the stereo broadcasts on am and fm channels starting today (June 15) through Friday. The two-hour daily broadcasts will use the compatible stereo system developed by Bell Telephone Labs., it was reported.

• Independent Television Corp., N.Y., reports filming of 22 half-hour *Fury* tv shows will start June 22 at Desilu-Gower Studios, Hollywood. The series will be seen for the fifth year on NBC-TV this fall (Sat. 11-11:30 a.m.) Co-sponsors of the series, also for the fifth year, are The Borden Co. and Post Cereal Div. of General Foods, both through Benton & Bowles, N.Y.

• Roy P. Steckler and Bob Smith have formed Missile Men Productions, with

headquarters at 8152 Sunset Blvd., Hollywood, to film a new tv series, *Missile Men*, created and written by Mr. Smith and to be produced by Mr. Steckler. Filming of the pilot of this non-fiction series is scheduled to start this week. MMP's telephone number is Oleander 6-3800.

• Dick Ross, president of World Wide Pictures, and Georgia Lee, film, tv, and recording artist, who formerly had her own show on NBC, have formed Lee-Ross productions to syndicate tv properties, including *The Georgia Lee Show*. Headquarters are at 4626 Van Nuys Blvd., Sherman Oaks, Calif. Telephone: Triangle 4-5515.

• ABC-TV has completed negotiations with Desilu Productions Inc., Hollywood, for production of a new, weekly one-hour series, *The Untouchables*, to start this fall on ABC-TV. Robert Stack has been named star of the series. Series will be adapted from Desilu's recent two-part presentation of the "The Untouchables" on CBS-TV's *Westinghouse Playhouse*.

• Jerrild, Bouse & Schafhausen Inc., new commercial art and graphic design studio, has opened in Beverly Hills, Calif., at 241 S. Beverly Dr. Norman C. Bouse, president, formerly operated commercial art studio in Los Angeles as Bouse & Assoc. Robert H. Schafhausen, executive vice president, was advertising manager of U.S. sales division of Max Factor & Co. Asger Jerrild, vice president and creative art director, is graduate of Ecole des Beaux Arts, Paris, and native of Copenhagen, Denmark.

• Audie Murphy's Terrania Productions has formed an alliance with Revue Productions to produce *Whispering Smith*, a half-hour tv western series. The series, bought by NBC-TV without a pilot, will be time-slotted next fall.

• International Transmissions, N.Y., a voiced radio news service, has moved to 2 W. 46th St. Telephone: Columbus 5-2400. ITI serves 14 stations.

• Guild Films, N.Y., formerly at 460 Park Ave., has moved its sales and administrative offices to 655 Madison Ave., and 32 Court St. in Brooklyn. Guild's international distributor, Inter World Tv Films, will also be directed from the new addresses.

• National Recording Studios, N.Y., last week opened new and redecorated studios at 730 Fifth Ave. New recording equipment has been installed "to serve the requirements of advertising agencies," the company reports.

• The General Federation of Women's Clubs and the NAB have named Reino M. Takala, mathematics department head, Hinsdale (Ill.) Township high school, "Teacher of the Year." The award recognizes outstanding individuals who are helping in "America's effort to meet the challenge of the space age." About 12 other awards have been presented to teachers by the GFWC.

• MCA-TV Ltd., N.Y., reports the sale of the Paramount features library to WALA-TV Mobile, Ala.; WSOC-TV Charlotte, N.C., and WSYR-TV Syracuse, N.Y., raising the total number of markets sold to 57.

• Lindsey Spight, president, Television Communications Inc. (closed-circuit tv producer), S.F., has bought the 256-ft. tower and transmitter house formerly occupied by Television Diablo Inc. (KOVR [TV] Stockton, Calif.). Mr. Spight will operate the property under the name of The Diablo Communications Center as a microwave relay station and for miscellaneous common carrier two-way mobile unit transmission. The State Lands Commission has granted Mr. Spight a 15-year lease of the 60 acres on which the property stands. Diablo addess: NBC Building. 420 Taylor St., S.F.

• Copy Service Bureau, Chicago, announces availability of series of 60- and 30-second taped featurettes: *Dottie Frye, Your Friend; Guidance Message in the Stars; Feature Day;* and *Jonathan Price*. Company reports capsule featurettes have "merchandising packages" for advertisers desiring to buy adjacencies at local stations. Firm is located at 228 N. LaSalle St., with Charles Temkin as director.

• WOR New York has set up a special news bureau in Geneva, Switzerland, to cover the foreign ministers' conference. Assigned to Geneva: George Brown, director of news and special events, and John Scott, news analyst and reporter. They plan interviews with political leaders in other European countries when the conference terminates.

• Westinghouse Broadcasting Co., New York, is planning a public service tv series, *In Praise of Learning*, to be produced and directed by Lewis Freedman. Mr. Freedman's credits include production of 125 consecutive *Camera Three* shows (1957-58) in conjunction with CBS-TV and, more recently, direction of the Garry Moore variety show for CBS-TV and the Dore Schary, NBC-TV *Kaleidescope* presentation, "Blueprint for Biography."

• Film rights to more than 16,000 cases handled in the past 47 years by the Schindler Bureau of Investigation have been obtained by E. Pierson Mapes, president of Creative Merchandising Inc., New York, who will produce a tv series. The stories will be partially based on the book, *The Complete Detective*, by Rupert Hughes, which contains many of Schindler's cases, it was announced. Mr. Mapes, former vice president and tv head of the Hutchins Agency, New York, created and produced the tv show *Philco Playhouse* and also introduced the Miss America Pageant to television.

• First residual checks to musicians for live tv performances, totaling over $4,350 in checks from the Academy of Motion Picture Arts & Sciences, are being distributed to musicians, copyists and arrangers for the telecast of the 1959 Oscars award ceremonies in Great Britain. Announcing the distribution, John Tranchitella, president of AFM local 47 in Hollywood, hailed it as "a step forward in protecting the rights of musicians in their work."

• The Motion Picture Research Council and the Television Film Assn. are cooperating in the development of a new standard leader to be marked off

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STORE-VIDEO'S CLOSED-CIRCUIT TV SYSTEM
FOR FOOD STORES
WEDNESDAY, JUNE 17, 1959 9:30 AM TO 12:00 NOON
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STORE-VIDEO, INC., 251 W. 57TH ST., N.Y.
CIRCLE 5-6350

Volunteers vie for 'freshest hard news'

There's a two-fold purpose behind the monthly group of awards offered by Radio Press Inc., New York, for the most significant news stories submitted by a nationwide corps of volunteer radio correspondents. According to Lloyd Garrison, news and operations manager of Radio Press, the cash and merchandise prizes not only give more recognition to the individual radio reporters, they also stimulate competitiveness among independent stations, which assures Radio Press of wider coverage for the "freshest hard news."

Initiated two months ago by George H. Combs, Radio Press president, the awards each month include the gift of a Steelman "transitape" portable tape recorder to the correspondent who gives the "top coverage," three cash prizes of $100, $75, and $50 and five special $10 cash awards. Winners are featured in Radio Press ads placed in the trade press.

At present, Radio Press has approximately 300 card-carrying member correspondents who relay local news breaks to Radio Press in New York for distribution to its some 50 subscriber stations. The news donors are sent special cards indentifying them as accredited "Radio Press News Correspondents." These newsmen are referred to as "swappers" because the working arrangement calls for mutual news exchange.

The "swappers" volunteered their services in response to letters mailed by Mr. Combs to more than 3,000 U.S. radio stations, urging their participation. Except in specialized instances, no payment is made to the news caller, Mr. Garrison said. The flexible arrangement also makes its possible for Radio Press to contact a correspondent for a specific news report, he pointed out. Credit is given to the correspondent when his taped story is used in one of the company's transmissions to subscriber stations. A special note of thanks is tagged on the end of the report.

in seconds. Present leader, marked off in 35mm feet loses its meaning when it is reduced to 16mm for tv use. A time measurement, such as is proposed, would not be affected by the reduction printing.

• KYW Cleveland, Ohio, has received the Ohio State Bar Assn.'s Journalism Award for the second consecutive year. KYW was cited for its shows about various phases of the law and, in particular, *You and the Law* (Monday 8-8:30 p.m.), in which three members of Cleveland's Bar Assn. answer telephone calls about the law from listeners.

• California National Productions (NBC subsidiary) has started filming of the *Pony Express* television series on location in the Phoenix, Ariz., area. Grant Sullivan, who starred opposite Rosalind Russell in the Broadway play, *Auntie Mame*, for two years, has the lead. Robert Stillman is executive producer and Robert Neilson is director of the pilot film. The series will be placed in syndication along with *Provost Sergeant* which also is being headed into production.

• WIIC (TV) Pittsburgh newscaster Ed Conway flew to Rio de Janeiro to film an interview with Earl Belle, the Pittsburgh businessman who has been in self-imposed exile in Brazil for 10 months since his paper business collapsed. The exclusive interview was presented on one of Mr. Conway's newscasts.

• WHAS Louisville, Ky., carried 7½ hours of the Southern Baptist convention there May 19-22. WHAS-TV telecast one hour of convention proceedings. The programming included broadcasts of most of the major speeches and nightly quarter-hour *Southern Baptist Convention News*.

• California National Productions, N.Y., announces sales of its *Flight* series to Household Finance Corp. for KAVE-TV Carlsbad, N.M., and WISC-TV Madison, Wis.; Karp Motors for WTAS-TV Savannah, Ga.; and Interstate Life & Accident Insurance for WBIR (TV) Knoxville, Tenn. Lates station sales: WCTV (TV) Tallahassee, Fla.; WTVO (TV) Rockford, Ill.; KTVO (TV) Ottumwa, Iowa and WRAL (TV) Raleigh, N.C. Over 100 markets are reported sold.

• Suit of Maxson F. Judell for $750,000 against ABC-TV on grounds that a program, *What's the Joke?*, broadcast in 1955 over WABC-TV New York, used a format based on Mr. Judell's syndicated column, "The Fun Shop," was dismissed May 27 by Judge Ben Harrison of the U.S. District Court in Los Angeles. Judge Harrison ruled that there was no substantial similarity between the program and the column and that the plaintiff had suffered no damage from the broadcasts. Attorney Robert P. Myers represented ABC-TV.

• Transfilm Inc., N.Y., has contracted for the exclusive animation and art services of Wylde Studios Inc. there. Wylde will move its animation operation to Transfilm's quarters at 35 W. 45th St.

• Latest home-grown syndicating attempt comes from Denver where local columnist-tv personailty Max Goldberg who is m.c. of *On the Spot* interview show on KLZ-TV there reportedly is preparing a series for sale to other stations. He has 26 interview shows on tape, featuring such national figures as Sens. Stuart Symington and Wayne Morse, screen star Linda Darnell and comedian Jack Benny.

• *Across the Board*, an audience participation quiz show with a crossword-puzzle format begins on ABC-TV June 1 (Mon.-Fri. 12-12:30 p.m.). Contestants are to be given verbal and cartoon clues to words for crossword boxes. The show, with Ted Brown as m.c., will originate in New York. Hal Davis is producer.

• In cooperation with the Connecticut Assn. for Mental Health and its local Westport chapter, WMMM there sponsored a seven-hour "Mental Health Panelthon" on May 24. Panelists for the series of hour-long discussions were

leaders in the arts, business, industry and psychiatry, as well as community leaders in the Westport area. Moderator was Howard Whitman, author of articles on mental health. Panelists included: Douglas Edwards, CBS News correspondent; Dana Andrews, actor; James Kelly, author; Edward Hynes, president of Trendex Research Co., and Robert Louis Shayon, drama critic of the *Saturday Review of Literature*.

• WICC Bridgeport, Conn., on Saturday (June 13) launched a weekend marine news service for boaters on Long Island Sound. WICC's two-way radio equipped, 28-foot cabin cruiser will be roaming the Sound every Saturday and Sunday this summer to report water surface conditions, fishing news, interviews with yachtsmen and complete weather reports, the station announced. The three-minute broadcasts are aired from 7:45 a.m. to 7:45 p.m. at 15 minutes before each hour.

• Columbia Pictures Corp., N.Y., reported last week a net profit of $275,000 for the 39 weeks ended last March 28, as compared with a $1,047,000 loss for the comparative period of 1958. It was pointed out that the net profit for the 1959 period included $2,622,000, representing the profit on the sale of the company's laboratory facilities on the West Coast.

• Radio/Television, U. of Texas (Austin), has produced *Science Close-Up*, a lecture-demonstration series, on tv tape. WOAI-TV San Antonio telecasts the series June 7 through August. The 13-week series, available on kinescope to stations without tape facilities, features scientists from the university.

Two ways of not being tricked by the 'hidden ball'

"Follow the ball" is advice not only for the neophyte athlete, but also for the tv crew covering a sporting event. In the case of television, distortion of distance perspective by long-range cameras and lack of proper background creates problems in following the ball. Last week in a Brooklyn bowling center and on a golf course outside Baltimore, tv men demonstrated two ways antidotes:

The Blurred Bowling Ball • A change in bowling alley color schemes, to increase visibility of the sport on television, may have a significant subsidiary effect: the creation of a new type of bowling alley and ball.

Guy LeBow, producer-commentator of *Major League Bowling* on WOR-TV New York, long had been dissatisfied with the bland appearance and the generally diffuse pictures of bowling lanes on tv. Six weeks ago, Mr. LeBow enlisted the assistance of the WOR-TV technical crew and the National Sports Center, owner of the Neptune Lanes alleys in Brooklyn.

After considerable experimentation, the technicians concluded that a white mottled ball, lamp black lanes and snow white gutters would provide the "perfect" color combination for telecasting. The idea was presented to Brunswick-Balke-Collender Co., Chicago, builder of bowling alleys and equipment, which, coincidentally, was experimenting with a white mottled ball. B-B-C technicians developed a paint formula for the alleys and gutters.

The results, according to Mr. LeBow, are "gratifying beyond our expectations." He reported that tv viewers applauded the sharper clarity and the bowlers themselves uniformly reacted in this fashion: "This is wonderful. We can follow the course of the ball much better than under the old conditions."

Brunswick-Balke-Collender officials are studying daily reports from Neptune Lanes carefully. If the enthusiastic reactions continue, the mottled white ball, the black alleys and the white gutters may well become the scheme of other bowling alleys.

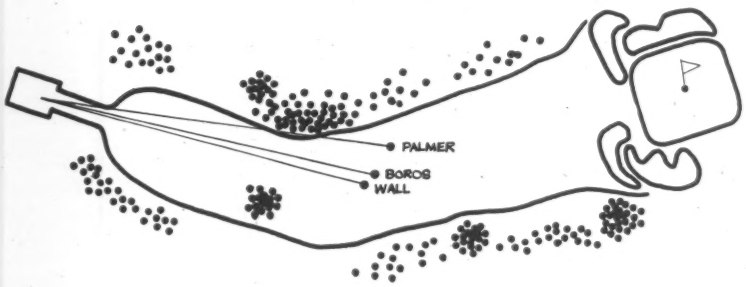
How Far Off the Green? • W. B. Doner & Co., in setting up coverage of the Eastern Open Golf Tournament for its client, The National Brewing Co., utilized visual aids to spot player positions.

While towers were constructed to cover the 14th, 17th and 18th greens and the 18th fairway at Baltimore's Pine Ridge municipal course, it was the old story that long-distance shots fail to accurately show ball position. A plotting board of the 18th fairway was prepared and a transparent overlay with grid coordinates was used on camera to spot balls, based on information relayed by roving walkie-talkie operators.

In addition, name overlays identified golf players on camera, and a special scoreboard was maintained in the studios of WBAL-TV Baltimore.

The Eastern Open, scheduled to windup yesterday (June 7), was originated by WBAL-TV for a regional network that included four other stations in the Pennsylvania-Maryland area. Coverage details were worked out by W. B. Doner & Co. through Edward A. Trahan, director of radio-tv.

SIGHT PSYCHOLOGY IN USE
Bowler Robin Fey & Guy LeBow



PERSPECTIVE FOR VIEWER
Chart + overlay supports live camera

FATES & FORTUNES

Advertisers

• CHARLES J. ARNOLD, formerly assistant to the president of Vick Chemical Co. N. Y., appointed vp and national sales director of Lanolin Plus, pharmaceuticals, that city.

• HENRY H. HUNTER, director of public relations, Olin Mathieson Chemical Corp., N.Y., appointed director of communications, supervising advertising, pr and stockholder relations.

• HARRIET RAYMOND, advertising manager of Plastics Div., Celanese Corp. of America, N.Y., named "Advertising Woman of the Year" by Council on Women's Advertising Clubs of Advertising Federation of America. Miss Raymond's selection was based on "her pioneering work in coordinating advertising with sales marketing." Miss Raymond has had her present position since 1941.

Agencies

• MRS. CHARLES A. WARD, working director of Brown & Bigelow, St. Paul, Minn., advertising specialty house, elected president, succeeding her husband, who died May 25.

MR. CLYNE

• C. TERENCE CLYNE, senior vp of McCann-Erickson, N.Y., elected to board of directors. Mr. Clyne joined M-E in 1954 as vp and management service director. He served as chairman of plans review board from 1955 to 1958 and in 1957 became vp, in charge of radio-tv programming department.

• THOMAS H. BATMAN, formerly creative director with Cunningham & Walsh, N.Y., to C. J. LaRoche & Co., that city, as vp and creative director.

• NORMAN WARREN, formerly vp at Lear Inc. (aeronautical manufacturers), Santa Monica, Calif., to Fletcher Richards, Calkins & Holden's Los Angeles office as vp and creative director.

• MONTE J. SANDERS, formerly vp in charge of client services, Klau-Van Pietersom-Dunlap, Milwaukee, to account management staff of Waldie & Briggs, Chicago, as account supervisor.

• LOY R. LEE, formerly with Henderson Adv., Greenville, S.C., and NBC, to Leo Burnett Co., Chicago, as account executive.

• CHARLES N. CRITTENTON, account executive and assistant vp, JAMES O'NEILL, assistant vp, and JAMES W. RAYEN, account executive, named vps, of Ted Bates & Co., N.Y. Other Bates promotions: A. JAMES BARKER, THOMAS B. GRIMSHAW, WILLIAM R. GROOME, WILLIAM J. JOST and FREMONT J. KNITTLE, elected assistant vps.

• TEVIS HUHN, formerly vp of Bryan Houston, N.Y., to Albert Frank-Guenther Law, that city, as vp.

• CHAMP C. HUMPHREY, formerly vp and account supervisor on Pet Milk, St. Louis, named vp in charge of account service of Gardner Adv., that city. WELLS A. HOBLER, vp, from account executive to account supervisor on Pet Milk.

• DOUGLAS S. CRAMER, formerly broadcast program supervisor of Procter & Gamble, Cincinnati, to Ogilvy, Benson & Mather, N.Y., in similar capacity.

• LEWIS F. OWEN, formerly associate creative director of Donahue & Coe, N.Y., to Kudner Agency, that city, in similar position.

• H. KENNETH HAYES named associate copy director in Chicago office of Young and Rubicam.

• PATRICK C. WARFIELD, formerly copy chief of Kenyon & Eckhardt's San Francisco office, joins copy department of Los Angeles office of BBDO.

• IAN CAMERON, formerly account executive of Kenyon & Eckhardt, S.F., to Johnson & Lewis, that city, as account executive on Blitz beer.

• ELLIOT W. WAGER, formerly account executive with Walter Kranz Adv., Denver, to Galen E. Broyles, that city, as copywriter and assistant account executive on Bay Petroleum, Denver.

• CHESTER R. COOPER, formerly program manager of WNHC-AM-FM-TV New Haven, Conn., to radio-tv department of Gray & Rogers, Phila.

• RUTH HARVEY, formerly publicity director of John Guedel productions, L.A., to Compton's branch there in similar capacity.

• EUGENE B. BRIEN, formerly assistant manager of marketing research at Texas Co., N.Y., appointed assistant research director of Erwin Wasey, Ruthrauff & Ryan, L.A.

• WARREN K. PERRYMAN, art director

Daytimer in midwestern city possessing genuine growth potential. Can be had for $110,000.00, with $55,000.00 down. For further details contact office nearest you.

Fulltimer located in southwestern section of U.S. Total consideration $90,000.00. $35,000.00 down will handle. Terms subject to negotiation. ABC network affiliation.

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EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Young in the saddle • Eleven-year-old disc jockey Shirley Bass' WSYL Sylvania, Ga., show is sold out for the rest of the year, her father, Edwin H. Bass, station owner, reports. Miss Bass runs the control board, announces and ad libs commercials on *Teenage Platter Parade* (Wed. and Thurs. 6-6:30) p.m. On the other weekdays the show is handled by her 16-year-old sister, Martha.

of Kenyon & Eckhardt, N.Y., named associate art supervisor.

• OTTO JANSSEN, formerly of Carl Byoir & Assoc., New York pr firm, to public relations staff of Gray & Rogers, Phila.

• VIRGINIA GRAHAM and ALAN JOHNSON, formerly copywriters of Young & Rubicam, N.Y., and McCann-Erickson, that city, respectively, to Benton & Bowles, N.Y., in similar capacities. FLOYD VANDEWART, formerly copy chief of Al Paul Lefton Co., N.Y., also joins B & B as copywriter.

• ARLENE GILBERT, formerly fashion writer, R. H. Macy Co., N.Y., to copy staff of Marschalk & Pratt, that city.

Networks

• ALLEN LUDDEN, program director of WCBS New York, appointed director of program services, CBS-owned radio stations, effective June 29.

• ARTHUR L. HECHT, copy writer in sales presentation department, CBS Radio Network, named program promotion and merchandising manager for advertising and promotion department.

Stations

• KEN A. WEAVER, sales manager of KENT Shreveport, La., promoted to general manager.

• MILBURN H. STUCKWISH, general manager of WSOY-AM-FM Decatur, and WSEI (FM) Effingham, both Illinois, appointed general manager of functional music division of parent Illinois Broadcasting Co. ROBERT B. KING, formerly program director, named station manager and H. DOWNEY HEWEY program director of stations.

MR. WAYNE

• ELMER O. WAYNE, formerly vp-sales of WJR-AM-FM Detroit, named general sales manager of KFI Los Angeles. Mr. Wayne was formerly senior salesman of *Ladies Home Journal* magazine. (CLOSED CIRCUIT, June 1.)

• EDWIN A. PANCOAST JR., formerly of The Bolling Co., New York station representative, appointed station manager of WNOW-AM-FM York, Pa.

MR. GEWINNER

• HOLT GEWINNER JR., sales promotion manager of WSB-AM-FM Atlanta, Ga., named director of promotion and publicity of WSB-AM-FM-TV. Mr. Gewinner entered radio with WMAZ Macon, Ga.

• MILLER C. ROBERTSON has resigned as manager of KIRO-TV Seattle.

• FRANK W. CRANE, vp and general manager, Imperial Broadcasting System, (KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KREO Indio-Palm Beach, KYOR, Blythe, all California) elected director of Southern California Broadcasters Assn., representing district (San Bernardino, Riverside, Imperial countries). WILLIAM REA, general manager, KUDU Ventura, also elected to SCBA board to represent member stations in San Luis Obispo, Santa Barbara and Ventura counties.

MR. RUE

• JAMES J. RUE, formerly director of advertising, promotion and research with KTLA (TV) Los Angeles, named executive assistant to Kenyon Brown, president of KCOP (TV), that city.

• SCOTT BURTON, formerly program director of WISK Minneapolis-St. Paul, joins KFRC-AM-FM San Francisco as production coordinator.

• GENE BERNHART, WEMP Milwaukee, re-elected president of United Press International Broadcasters of Wisconsin. CHUCK NEINAS, WKOW Madison, re-elected vp-radio and JERRY HARPER, WMTV (TV) Madison, vp-tv.

• JAMES C. GLEASON, vp of Olean Broadcasting Corp. (WMNS Olean, WSET Glen Falls, WIPS Ticonderoga, all New York), assumes duties of manager of WMNS Olean.

• MAURICE GUILLERMAN promoted from local sales staff of WWL-TV New Orleans to national sales manager. HUGHES DRUMM, promotion manager of WWL-TV, to account executive.

• JOHN O. DOWNEY, formerly executive producer with KMOX-TV St. Louis, named program manager of KDKA-TV Pittsburgh.

• C. WESLEY QUINN, member of WFLA-TV Tampa, Fla., sales staff past three years, named local sales manager. RON PETERSON, WFLA-TV salesman, promoted to manager of St. Petersburg studios and all sales activity in that area. HARRY C. SMITH appointed account executive on local sales staff.

• KEITH GUNTHER, with KSD-TV St. Louis since 1947, named program manager.

• WILLIAM J. STEVENSON, formerly vp of Arthur Lipson agency, Phila., named advertising and promotion manager of WRCV, that city.

• DENMAN F. JACOBSON, formerly ac-

count executive in Detroit office of CBS, appointed local sales manager of WWJ-AM-FM, that city.

• SCOTT KEMPER, formerly account executive of Reitter & Orme Adv., Sacramento, to KOVR (TV) Stockton, both California, as advertising and promotion director.

• HAL MOORE, formerly program manager of WNEW, to WCBS, both New York, in similar capacity.

• GEORGE PAMENTAL rejoins WOR-TV New York in his former position of account executive, after brief absence. JOE MILLER, formerly account executive, Weed & Co., N.Y., to WOR-TV in similar capacity.

• LUTHER R. STRITTMATTER promoted from account executive to local sales manager of WARM Scranton, Pa.

• BILL CHASE, formerly air personality of KING-AM-FM Seattle, Wash., to KTIX, that city, as program director. DON COURTNAY, formerly production manager of KIRO Seattle, to KTIX as account executive.

• PARKER H. JACKSON, assistant to promotion director of KFMB-TV San Diego, named sales development and promotion director of KFMB-AM-TV.

• DONALD F. FISCHER, formerly head of own pr firm, Fischer Assoc., Miami, named director of audience promotion of WCKT (TV), that city.

• WILLIAM JAMES REINHARDT, formerly sales representative of KUDL Kansas City, appointed account executive of KCMO-FM, that city. DEAN HUMPHREY, recent U. of Kansas journalism graduate, to KCMO-AM-FM-TV news department.

• JOHN GRUBBS, formerly assistant program manager of WBZ-AM-FM Boston, to WIBG Philadelphia as director of news and special events and also assistant program manager.

• BOB BERNSTEIN, formerly review editor of *Billboard*, named trade press representative of Westinghouse Broadcasting Co., N.Y.

• NANEEN WENDLER, formerly administrative assistant to city manager of Newport, R.I., named executive assistant to general manager of WYNG Warwick-East Greenwich, R.I.

• CHARLES OLSON, formerly promotion-publicity director of WREX-TV Rockford, Ill., appointed promotion manager of WITI-TV Milwaukee.

• LEONARD C. WARAGER JR., formerly northeastern division sales manager, Interstate Television Corp., to WABC-TV New York as account executive.

• LEE HODGES, formerly manager, WCPS Tarboro, N.C., to WJQS Jackson, Miss., as sales representative.

• JAMES J. CHLADEK, formerly film editor of WITI-TV Milwaukee, to WXIX-(TV), that city, as film director.

• AUSTIN SCHNEIDER, with WFAA-TV Dallas since 1958, named news director.

• RITA L. GARNER, formerly sales development manager, WMCA New York, named to newly-created post of public relations director. MONA MILLEN, of station's sales staff, succeeds her as sales development manager.

• MRS. JULIE MARTYN, formerly director of continuity and staff writer of WLWC (TV) Columbus, Ohio, to WKRC-AM-FM Cincinnati as publicity director.

• TOM MERCEIN, staff announcer of WNBQ (TV) and WMAQ Chicago, to join WBKB (TV), that city.

• RUBY ANDERSON, who conducts women's programs as Virginia Gale on WGN Chicago, elected president of Chicago chapter of American Women in Radio and Television.

• JOEL M. WINITZ to sales department of KBLA Burbank, Calif.

• JOHN PETERSON, announcer with WFBM-AM-TV Indianapolis, named sports director of WFBM.

Representatives

MR. GROLLMAN

• JOSEPH GROLLMAN, formerly owner of WAZA Bainbridge, Ga., joins Paul H. Chapman Co., media broker, as associate in charge of newly-opened San Francisco office, located at 703 Market St., San Francisco 3. Telephone: Exbrook 7-2794.

• NEWTON E. DEITER, formerly with KRKD-AM-FM Los Angeles, appointed manager of Los Angeles office of Broadcast Time Sales.

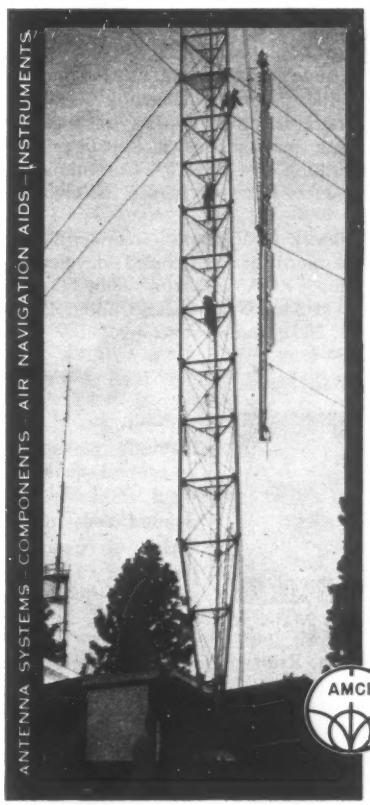
Programming

• HOWARD MINSKY, eastern sales manager of International Telemeter Co., (division of Paramount pictures), to Paramount's New York office, as assistant to vp in charge of worldwide sales.

• STAN SMITH, formerly vp, Official Films, N.Y., to ABC Films, that city, as eastern sales manager. Other ABC Film appointments: HAROLD KLEIN, and IRVING PALEY as New York account executives and JOHN J. MCMAHON as Chicago account executive.

• EDITH ZORNOW, formerly manager, Brandon Films, N.Y., to Go Pictures, that city, as vp.

• ELLIOTT ABRAMS, eastern sales man-



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ager, Sterling Television Co., named general sales manager, headquartering in New York.

• MYRON A. ELGES, formerly sales representative for Northern California and Pacific Northwest divisions of Television Programs of America, named regional sales manager, western division of United Artists Television.

• DAVID L. COLE, permanent arbitrator under national AFL-CIO no-raiding agreement and former director of Federal Mediation & Conciliation Service, chosen by American Federation of Television & Radio Artists and Screen Actors Guild to conduct study of feasibility of merger between two talent unions. Study is to be started immediately.

• ERROL LINDERMAN, formerly manager, tv sales service department, Universal Pictures, N.Y., to Elliot, Unger & Elliot, that city, commercial-producing subsidiary of Screen Gems, as supervisor of client relations.

• JACK GREGORY, formerly division manager (eastern and western), Ziv Television, to United Artists Television, as western division manager, L.A.

• ROBERT QUIGLEY named producer of NBC-TV's *County Fair,* for which he was chief writer when it was on radio (1945-50).

• THOMAS B. ARMISTEAD, formerly head of west coast tv commercial film department, J. Walter Thompson, Hollywood, to MPO Television Films, that city, as staff producer-director.

• HERBERT EISEMAN, formerly west coast vp in charge of operations of H-E Management and Production Assoc., to Desilu Productions, Hollywood, business affairs staff.

• BILL GIBBS, director of industrial and commercial films division of MGM, transfers from Culver City, Calif., to Metro's home office in New York City.

Equipment & Engineering

• DEAN S. EDMONDS, senior partner in New York patent law firm of Pennie, Edmonds, Morton, Barrows & Taylor, elected director of Raytheon Co., Waltham, Mass.

• HOWARD HEAD elected president of Assoc. of Federal Communications Consulting Engineers. Other officers elected were: ROBERT SILLIMAN, vp.; WILLIAM BENNS, secretary; EDWARD LORENTZ, treasurer.

• LILBERN A. LAWSON, assistant chief engineer of Osborne Electric Corp., Portland, Ore., promoted to chief engineer.

• C. ROBERT LANE promoted from eastern regional manager to sales manager of Andrew Corp. (antenna systems), Chicago.

• C. P. HUGHES, west coast representative of International Brotherhood of Electrical Workers, has transferred from San Francisco to Local 45, Los Angeles, whose activities have been taken under supervision of union's international office. All officers of local continue in their respective posts and it was denied that charges of mismanagement filed against officers by member of local was basis for move.

• FRANK X. BANKO, manager, advertising and sales promotion, industrial market, RCA Electron Tube Div., Harrison, N.J., named manager, advertising and sales promotion coordination. He is succeeded by JAMES P. JANNUZZO, administrator of advertising and sales promotion, entertainment market. GERALD E. RYAN, administrator of sales promotion services at Camden, N.J. plant, joins Harrison's sales and promotion staff as administrator of shows and exhibits.

• EDWARD GRESICK named applications engineer of CGS Labs, electronics development and manufacturing firm, Ridgefield, Conn., and will locate in Florida.

• ROBERT L. CASSELBERRY, manager of product planning-marketing research of General Electric's two-way radio, named acting manager of technical products operation of GE's Communication Products Dept., Syracuse, N.Y.

• FRANK E. VACCARO, engineering leader, microwave advanced development group, RCA Electron Tube Div., at David Sarnoff Research Center, Princeton, N.J., named manager.

Allied Fields

MR. MADSEN

• ARCH L. MADSEN, formerly assistant to vp-general manager of WLS Chicago, appointed assistant executive director of Assn. of Maximum Service Telecasters, Washington.

• DR. ROBERT S. LEE, formerly senior project director, motivation department, Market Planning Corp., N.Y. (affiliate of McCann-Erickson), to professional staff, marketing and social research division of The Psychological Corp., N.Y.

• FELIX ADAMS, director of sales, Radio Recorders, elected president of Hollywood Advertising Club. Other officers chosen were: STAN SPERO, KMPC, first vp; GEORGE ALLEN, Guild, Bascom & Bonfigli, second vp; LEM BAILEY, Lem Bailey Co., treasurer; JAN VICTOR, product publicist, secretary, and DICK WESTMAN, Arkwright Adv., vp for public relations.

• RONALD L. BERN, formerly director of advanced publicity for new Snow Valley Ski Area, Fishkill, N.Y., and prior to that commercial editor, WNOK-TV Columbia, S.C., to staff of Creative PR, N.Y.

• ROBERT WILLIAMS, vp, charge of field operations, Audits & Surveys Co., N.Y., named senior vp, corporate planning and development.

Government

• LT. CMDR. RAY ROBINSON, USN, named head of radio and tv branch of Navy Dept.'s Office of Information in Washington.

International

• STUART MACKAY, vp and managing director of All-Canada Radio & Television Ltd., Calgary, Alta., with offices throughout Canada, elected president. REO THOMPSON, manager of tv division, elected general manager of station relations and program distribution firm. Both will remain at their offices in Toronto, Ont.

• WILLIAM SPEERS, manager of CKRC Winnipeg, Man., to manager of CKWX Vancouver, B.C., succeeding the late F. H. ELPHICKE, (see below). Mr. Speers started in radio as announcer at former CHWC Regina, Sask., in 1931, has been assistant manager of CKCK Regina, Sask., manager of CKOC Hamilton, Ont., and of CKRM Regina, before going to CKRC Winnipeg in 1948.

• FRANK HEMMING (TINY) ELPHICKE, 59, vp and general manager of CKWX Vancouver, B.C., and former president of Canadian Assn. of Broadcasters, died in Edmonton, Alta., on May 26. Pioneer Canadian radio personality, he was manager of CJCA Edmonton, and CKRC Winnipeg, Man., before taking over CKWX in 1944.

• LEON H. CAGAN resigns his position as director of Latin American operations, NBC International Ltd., to devote himself to own projects in fields of international radio-tv. Mr. Cagan operated from offices of NBC International de Mexico, Mexico City, where he was president and general manager.

• WILLIAM TREBILCOE to news editor and assistant program manager of CKY Winnipeg, Man.

EQUIPMENT & ENGINEERING

Emerson profit rises

Emerson Radio & Phonograph Co., Jersey City, N. J., has reported a consolidated net profit for the 26-week period ending May 2 of $2,244,417 before federal income taxes and $1,001,317 after provision for taxes, equal to 49 cents per share on 2,044,023 shares outstanding. For the comparable period a year ago, net profit amounted to $165,090, equal to 8 cents per share on the same number outstanding.

• Technical topics

• Motorola Inc. racked up an 86% boost in sales volume for its consumer products during April over the same month last year, according to Edward R. Taylor, executive vice president. He cited five factors in this order: (1) console tv models; (2) one-piece stereophonic instruments; (3) a substantial pickup in automobile radio sales because of a resurgent market in new and used cars; (4) new transistorized portable radios, including a new shirt-pocket size model, and (5) favorable retail support of all lines. Added Mr. Taylor: Inventories will be at the lowest ebb in Motorola history when the company introduces its 1960 lines at regional conventions (July 6-28).

• The Turner Microphone Co., Cedar Rapids, Iowa, announces a new series of communication microphones known as the 250 series. The series features models 250, 251 and 256 with triple-switching action and single unit die-cast construction. Models 252, 253, 254 and 255 complete the new Turner microphone series. Models 252 and 253 have the same specifications as 250 but are without lift-switch. Prices vary from $16 to $49.50.

• RCA's Broadcast & Television Equipment Dept. has shipped to WDAS-AM-FM Philadelphia a magnetic disc recording system developed by RCA. Discs, same size as 45 rpm records, hold up to 70 seconds on each side and have been used and erased in RCA lab tests more than 10,000 times "without discernible wear or loss of sound efficiency." The magnetic disc equipment may be used with an RCA BQ 51A turntable, BA51A record reproducer - amplifier and magnetic head, tone arm and magnetic eraser.

• Grantham School of Electronics (FCC license training), Hollywood, Calif., has opened a Kansas City division at 3123 Gillham Rd.

INTERNATIONAL

SIZE OF TAB

CBC told to list advertiser charges

Canada's Parliamentary Broadcasting Committee has voted 11 to 9 for the disclosure by the Canadian Broadcasting Corp. of the amounts charged to Canadian advertisers for live television network programs.

Members of the committee have been pressing CBC Acting President Ernest Bushnel to reveal how much advertisers were paying for program production costs, and how much CBC was paying for these programs to develop Canadian talent.

Despite opposition from Revenue Minister George Nowlan, and letters from Canadian Assn. of Broadcasters, Canadian Assn. of Advertising Agencies and MacLaren Adv. Co. Ltd., Toronto, the committee June 2 ordered CBC to produce figures for one week of telecasting. Mr. Bushnell told the committee it would take eight employees a week to get the figures for the 210 live shows which would form an average recent week.

The committee felt that it should know what proportion of the costs of a given program were paid by the advertiser and what by public funds.

The full inquiry into CBC operations by the committee started last month in Ottawa. It was said then that sponsors on some CBC national television programs pay as little as 26% of the production costs, with CBC paying the balance. CBC gets the bulk of its revenue from the Canadian taxpayer through grants from parliament and excise taxes on radio and television receivers and components.

CBC showed figures on 10 typical English-language tv network programs which showed that only two made a profit. Heaviest loss was on one weekly show which cost CBC $22,100 to produce and on which the sponsor paid only $7,974. No shows were named during the hearings because CBC management stated this would give competing sponsors confidential information.

In an accompanying statement Mr. Bushnell stated that revenue from commercial sponsors "is just about what the market will bear." He told members of parliament that if Canada's population were sufficiently dense to justify a high

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enough charge, then a commercial profit might result. He pointed out that it takes some 50 tv stations and a 4,000 mile microwave network across Canada to cover a population which could be reached by a single New York or London station.

On complaints of too many western films on Canadian tv, Mr. Bushnell agreed, but told the committee members that "sponsors find they are audience pullers and are not too expensive to show." He emphasized that the western shows were a trend and might be replaced with something else in six months or a year.

NABET agreement

Agreement was reached by Canadian Broadcasting Corp. and its 1,273 employees who are members of the National Assn. of Broadcast Employes and Technicians, at CBC's 22 radio and tv stations. NABET had voted to strike if no agreement was reached (BROADCASTING, May 25), jeopardizing the extensive coverage planned by CBC for the June 18-August 1 visit of Queen Elizabeth to Canada. Terms of the 30-month agreement provide for wage increases of 3% retroactive to August 1, 1958, a further 3% as of May 1, 1959, and a 3.775% increase on April 1, 1960. The new contract expires Jan. 31, 1961.

CBC plans awards

Canadian Broadcasting Corp. and its affiliated independent network television stations plan a system of awards of merit for both English and French language television broadcasting in Canada. At a committee meeting of CBC and affiliated network stations at Toronto late in May it was decided to submit recommendations of judging programs, financing and organizing the awards and the possibility of telecasting the awards presentation to the fall meeting of CBC and its affiliates. It is hoped to have the awards a reality next spring.

Tv monopoly in Canada to end in '60—Nowlan

Independently-owned competitive television stations will be operating in Canada's major markets some time next year, Revenue Minister George Nowlan predicted in Ottawa on June 2 during hearings of the Canadian Parliamentary Broadcasting Committee.

It has been government policy to date that only one tv station should operate in one city, with Canadian Broadcasting Corp. having the six biggest markets, Montreal, Toronto, Ottawa, Winnipeg, Vancouver and Halifax. The present Conservative government has intimated this policy was to be changed. Mr. Nowlan's prediction is the most definite word on a possible date.

Mr. Nowlan is responsible for the government-owned CBC to the Canadian Parliament. He stated that in a few months the Canadian Board of Broadcast Governors would publish regulations under which applications for independent stations in Canada's six markets would be heard.

7 new radio stations authorized in Canada

One new fm and six am stations were approved by the Canadian Board of Broadcast Governors at its meeting at Ottawa in mid-May. At the same time the BBG ruled that it would hear no more applications for radio stations at Vancouver, B.C., and surrounding area for six months, and would study the problem of foreign-language broadcasting in Canada.

BBG has been asked to recommend a new foreign-language radio broadcasting station at Montreal, Que. However, it deferred the application and announced it would not accept any applications for foreign-language stations for a year until it has completed its foreign-language study.

New radio stations were approved at Corner Brook, Nfld., on 560 kc with 1 kw, to George E. Hillyard; at La Tuque, Que., on 1240 kc with 1 kw day and 250 w night to Radio La Tuque Ltd.; at St. Hyacinthe, Que., on 1240 kc with 250 w to Jean M. Lorange; at Fort William, Ont., on 800 kc with 5 kw to R. P. MacGowan; at Regina, Sask., on 1300 kc with 1 kw to J. M. Ellis, and at Vancouver, B.C., on 1320 kc with 10 kw to W. E. Bellman.

The new fm station approved is on 100.9 mc with 245 w at Lethbridge, Alta., to H. W. Brown.

Power increases were approved for CHSJ St. John, N.B., from 5 kw to 10 kw day, and 5 kw night to 1150 kc; for CHEF Granby, Que., from 250 w to 1 kw day and 250 w night on 1450 kc; for CKSO Sudbury, Ont., from 5 kw to 10 kw day, 5 kw night on 790 kc, and for CKOK Penticton, B.C., from 1 kw day and 500 kw night to 10 kw day and 500 w night on 800 kc.

More ad time per hour for Canadian stations

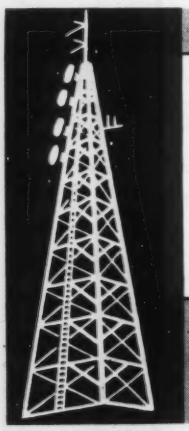
More advertising during evening hours is now permitted on Canadian radio stations, following hearings by the Board of Broadcast Governors. The BBG accepted, in part, representations of the Canadian Assn. of Broadcasters to allow the same advertising content in evening hours as during the rest of the day. Canadian radio stations can now use 75 seconds of advertising in a five minute program, and a maximum of seven minutes during an hour-long radio broadcast.

BBG retained regulations prohibiting beer and wine advertising, except in provinces where this is permitted by provincial legislation, and turned down permission on advertising for non-government securities (BROADCASTING, June 1). Planned restrictions on reconstructed sport programs were dropped.

• Abroad in brief

• About 70% of West German radio sets have printed circuits, while about 35% of tv sets have this type of circuit. The figures are expected to rise to about 80% for radio and commensurately for tv by year's end.

• Canadian Broadcasting Corp. has bought rights to major eastern Canadian football games for an undisclosed sum, estimated at about $280,000. Four Canadian football clubs share in the proceeds. The CBC will broadcast 21 football games and has an option on the championship Grey Cup Games.


America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
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ULster 2-5600

DAVID JARET CORP.

Bloomin' promotion

The tulip was the subject of a successful WANE-TV Fort Wayne, Ind., promotion for a local flower importer.

The American Coal & Supply Thrift Center consulted WANE-TV about publicizing a large quantity of tulip bulbs it had ordered from Holland. They decided to name one of the tulip varieties after the station's women's director Ann Colone, hold a "Tulip Festival Day" at the store and run a viewer contest that required viewers to identify a distorted picture of a tulip shown on her daily show.

A 20-second sound-on-film spot featuring the women's director dressed in a Dutch costume was telecast four times a day for about two weeks to announce the contest. A total 285 correct answers were received at WANE-TV. They were put in a hopper and 11 drawn for the owners to be given prizes.

The Thrift Center's owner estimates that it attracted a 40% larger crowd on the "Festival Day" than on a previous special sale day with sales up commensurately.

WQXR listeners—on the road

WQXR-AM-FM New York, radio stations of *The New York Times*, have released results of a study made by The Pulse Inc. to determine how much travel is done by the WQXR audiences. The report shows that this listener group spent more than $300 million on travel in 1958. Comparative figures since 1954 show more of the families took vacation trips in 1958, stayed away longer and that 20.5% went outside the U.S. compared to 14.1% on non-WQXR families. Listed in the report are 33 WQXR travel accounts, preceded by the question, "Did you get part of this business? These national advertisers did. . . ."

Justice?

The Baltimore Commissioner of Traffic & Transit has ordered WBAL there to stop putting coins in expired parking meters.

For a month station staffers had been dropping nickels (supplied by WBAL) into meters so that auto owners would not get tickets for overparking. Staffers then slipped a card under the car's windshield wiper that said: "We noticed your meter had run out . . . so we dropped some change in it for you. We don't like to get tickets either. (signed) WBAL Radio 1090."

Ad prize • KBTV (TV) Denver chose Western Airlines to receive the station's May "Ad of the Month" award. Pictured with the prize (l to r): Jack Newell, media director, BBDO; Bert Lynn, advertising director, Western Airlines, and Jim Francis, Peters, Griffin, Woodward (KBTV's representative). Award is given monthly for the commercial showing greatest originality, art direction and effectiveness.

'Jockeyettes' for a day

The microphones and turntables of WIBV Belleville, Ill., were taken over for a "Fun and Funds Day" recently by the Women's Auxiliary of the local Memorial Hospital. More than 80 femmecasters played listener requests in exchange for contributions to their Hospital Fund. During a 14-hour day, the disc-jockeyettes made 500 dedications and collected approximately $525.

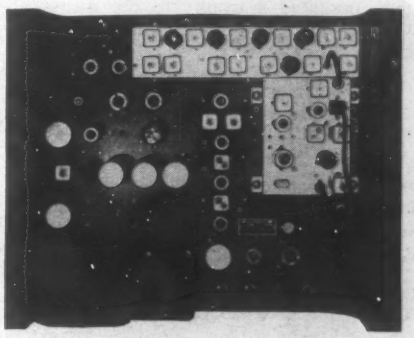
New sounds on the Sound

KOMO Seattle is promoting its ABC Radio affiliation yesterday (June 14) with a special four-page brochure. Issued to every major timebuyer and advertiser, the pamphlet heralds the station's "Bright new sound on Puget Sound." Highlights of KOMO's nine-man news department, air personalities, and two new programming features: *Here's a Job For You*, which broadcasts local job openings every hour, and "Community News Service," which presents news from weekly and daily newspapers throughout the station's listening area, were listed in the brochure.

Anyone for the moon?

WHB Kansas City, Mo., received 2,176 reasons why listeners wanted to take a trip to the moon after the sta-

NEMS • CLARKE
Type TRC-1
TV Color
Rebroadcast
Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL
Output terminal ..... 75 ohms, coaxial
Level ..... Adjustable up to approximately 1 volt, peak to peak
Polarity ..... Sync negative
Frequency response ..... To 4.2 mc

SOUND CHANNEL
System ..... Separate IF (not intercarrier)
Output level ..... Adjustable from 0 to 18 dbm
Output impedance ..... 600 ohms or 150 ohms, balanced or unbalanced
Frequency response ..... 30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion ..... Less than 1%
Noise level ..... 50 db below +0 dbm

SYNC CHANNEL
Output connection ..... 75 ohms, coaxial
Output level ..... 3 volts, peak to peak
Polarity ..... Negative

MISCELLANEOUS
Gain control ..... Manual or keyed automatic
RF input connection ..... 75 ohms, coaxial
Crystal controlled R.F. ..... Employed for maximum and unattended operation
Power supply ..... Self-contained
Power requirements ..... 117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

tion announced that the person who submitted the most original reason would be given an expense-paid lunar trip or $500. A student was chosen as the winner and elected to take the money to continue her education.

• Drumbeats

• WDAF-TV Kansas City, Mo., presented an especially-designed "Signal Award" pin to local fireman Leland V. Rock for saving the lives of two girls. The awards, presented during WDAF-TV's weekly *Rescue 8* series, will be made by the station when instances of bravery come to its attention.

• KEWB Oakland, Calif., disc jockeys gave away 91,000 phonograph records in a stunt to publicize its changeover June 8. (The outlet, formerly KLX, is now owned by Crowell-Collier Publishing Co.) The disc jockeys toured Bay Area streets for five hours in new convertible automobiles to distribute the records.

• A "Salute to WJAR-TV" on the 10th anniversary of ch. 10 in Providence, R.I., was arranged for Raynham Park last Tuesday night (June 9) when the first race at Raynham, Mass., Dog Track honored the Providence station. WJAR-TV personalities Nancy Byers, J. Kroll, Russ Vanausdale and Warren Walden were to arrive in a "tally-ho wagon." The WJAR-TV group was to have presented a trophy to the owner of the winning greyhound in the first race.

• KMOX St. Louis awarded a silver-plated chafing dish to the owner of the "Most Popular Sports Car" voted by more than 45,000 visitors to the "Concourse d'Elegance" sports car show in St. Louis. KMOX personalities Jim Butler and Bruce Hayward alternated as m.c.'s of the one-day event.

• WMAR-TV Baltimore received 20,000 entries in a contest for its *Bozo the Clown* cartoon program (weekdays 7-8 a.m.). Entrants were required to color a drawing of the clown placed in a local news paper. About 75 Bozo dolls and masks were awarded as prizes.

• "Radio Box Office" is a new feature offered to listeners of WMMM Westport, Conn. Choice tickets to top Broadway shows may be obtained from WMMM under the plan. The station arranged the audience service with leading Broadway producers. First to be made available in the projected series of shows is Tennessee Williams' "Sweet Bird of Youth."

• Everybody talks about the weather and WCAE Pittsburgh has proved people will also write about it. Pete Shore, WCAE d.j., invited his listeners last month to guess the hottest date in June and the temperature reading, with first prize of a transistor radio and record albums to five runners-up. Result: Mr. Shore's mail box jammed with 997 entries.

• WFBM-AM-TV Indianapolis this year began a "Checkered Flag" award for the winner of the Indianapolis 500 Mile Race, giving the first finisher the checkered flag of victory used in the race (attached to a wooden plaque) and a check for $500.

• Walt De Silva, weekend air personality of KBIG Avalon, Calif., has inaugurated a special June listener contest titled, "You Pick a Pair." The audience is invited to submit requests for two tunes whose titles form the most humorous sentence. Daily winners receive evenings for two at Hollywood's Moulin Rouge, cosmetic gift kits and record albums. The month's grand winner collects a gas range.

• A "Fireman of the Month" will be honored by KGW-TV Portland, Ore., on its program *Rescue 8* with a scroll signed by Portland's mayor, fire commissioner and the general manager of Miles California Co., program sponsor.

• A housewife was general manager for a day of KFMB San Diego on May 27 after winning a contest in which listeners told "why they would like to be general manager for a day and what it was about the station that they liked." Mrs. Margaret (Meg) Converse introduced these feminine touches: classical music on KFMB's "eye-opener" program and dedication of six Christmas carols to careless weekend drivers who wouldn't be around at Christmas to enjoy them.

Relics of the road • Parades aren't parades without old model cars. A two-part entry (top picture) in the Centennial Celebration Parade of Lake City, Fla., last month was that of WDSR there. The first half was a 1921 Model T Ford truck with old time radio gear and centennial belles attired in dresses and hats of that year. The second half was WDSR's current mobile news unit with a young lady carrying a transistor radio.

Up in Ohio, WMOH-AM-FM Hamilton entered a 1924 Packard touring car (bottom picture) in the Miami U. Sesquicentennial Parade in Oxford, Ohio. Naturally, the car was filled with girls waving to folks on the sidelines.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 4 through June 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Iron Mountain, Mich.—Valley Telecasting Co. vhf ch. 8 (180-186 mc); ERP 120 kw vis., 55.6 kw aur.; ant. height above average terrain 1312 ft., above ground 1107 ft. Estimated construction cost $324,582, first year operating cost $78,000, revenue $120,000. P.O. address Mason & Roosevelt Sts. Green Bay, Wis. Studio-trans. location Commonwealth, Wis. Geographic coordinates 45° 53′ 56″ N. Lat., 88° 14′ 35″ W. Long. Trans.-ant. RCA. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer George P. Adair, Washington, D.C. Valley Telecasting is owned by **Valley Communications Inc.**, Green Bay, and is licensee of WFRV Green Bay. Ann. June 4.

Existing Tv Stations

ACTIONS BY FCC

WLOS-TV Asheville, N.C.—Granted waiver of Sec. 3.653 (a) to permit WLOS-TV to identify itself as Greenville and Spartanburg, S.C., as well as Asheville. Comrs. Bartley, Lee and Ford dissented. Ann. June 10.

WISN-TV Milwaukee, Wis.—Granted renewals of licenses. By letter, is being reminded of requirements for full identification of source and/or sponsor as result of its telecasting of kinescope summaries of "Kohler hearings." Comr. Craven not participating. Ann. June 10.

WITI-TV Whitefish Bay, Wis. — Granted application to move main studio location from 6.7 miles north of Whitefish Bay to site in Milwaukee. Ann. June 10.

Translators

Wheeler County Translator System, Wheeler County, Tex.—Granted cps for two new tv translator stations—one on ch. 70 to translate programs of KGNC-TV (ch. 4) Amarillo, and other on ch. 76 to translate programs of KFDA-TV (ch. 10), also Amarillo. Ann. June 10.

New Am Stations

ACTIONS BY FCC

Mobile, Ala.—Jemcon Bcstg. Co. Granted 1360 kc, 5 kw DA-D. P.O. address 58 St. Michael St., Mobile. Estimated construction cost $43,659, first year operating cost $78,500, revenue $98,500. **Frank Conwell,** radio and tv consultant, and **Eugene Jamison,** beer distributor, are equal partners. Ann. June 10.

Venice, Fla.—Venice-Nokomis Bcstg. Co. Granted 1320 kc, 500 w, D. P.O. address Venice-Nokomis Bank Bldg., Venice. Estimated construction cost $15,190, first year operating cost $15,500, revenue $12,800. **Larry Rhodes** (50%) salesman WPIN St. Petersburg, Fla., **Robert S. Baynard** (49%), attorney, and **Florence J. Rhodes** (1%), housewife, will be owners. Ann. June 10.

APPLICATIONS

Iowa Falls, Iowa—Iowa Falls Bcstrs. 1190 kc, 250 w D. P.O. address Box 110, Atlantic, Iowa. Estimated construction cost $23,831, first year operating cost $41,000, revenue $52,000. Principals include **H. A. Preston** (60%) and five others with 8% each. Mr. Preston owns interest in KJAN Atlantic, Iowa. Ann. June 10.

Carrington, N.D.—Central Bcstg. Co. 1470 kc, 1 kw D. P.O. address 590 Fourth Ave., S.; Carrington. Estimated construction cost $28,816, first year operating cost $50,000, revenue $60,000. Equal one-third owners are **F. W. Carr,** appliance retailer; **Judson D. Tracy,** restaurateur; and **Claire Ihringer,** motel operator. Ann. June 10.

Niles, Ohio—Charles G. Preston 1200 kc, 250 w D. P.O. address 1123 S. Meridan Rd., Youngstown, Ohio. Estimated construction cost $13,101, first year operating cost $39,000, revenue $57,000. Mr. Preston is engineer WBBW Youngstown. Ann. June 5.

Wharton, Tex.—V. M. Preston 1500 kc, 0.5 kw. P.O. address 134 S. Houston, Wharton. Estimated construction cost $23,939, first year operating cost $36,600, revenue $42,000. Mr. Preston owns and operates Wharton Pub. Co. Ann. June 4.

Existing Am Stations

ACTIONS BY FCC

WATR Waterbury, Conn. — Waived Sec. 3.24 (b) (7) and granted application to change operation on 1320 kc from 1 kw, DA-1, unl. to 1 kw-N, 5 kw-LS, DA-2. Comr. Lee dissented. Ann. June 10.

WMRC Milford, Mass.—Granted increase of power from 100 w to 250 w, continuing operation on 1490 kc; remote control permitted. Ann. June 10.

APPLICATIONS

WCRL Oneonta, Ala.—Cp to increase power from 250 w to 1 kw and install new trans. (1570 kc). Ann. June 5.

WMTE Manistee, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. June 9.

WKBK Keene, N.H.—Mod. of cp to change frequency from 1220 kc to 1010 kc. Ann. June 4.

WRFD Worthington, Ohio—Mod. of license to change station location to Columbus-Worthington, Ohio. Ann. June 4.

WIFI Glenside, Pa.—Mod. of license to change station location to Philadelphia, Pa. Ann. June 4.

KPVA Camas, Wash.—Cp to change ant.-trans. location, maintain two main studios (Portland, Ore. & Vancouver, Wash.), operate trans. by remote control from main studio at Portland, Ore., change station location to Portland, Ore.-Vancouver, Wash. (1480 kc). Ann. June 5.

CALL LETTERS ASSIGNED

KCCL Paris, Ark.—Logan County Bcstg. Co.

KEWB Oakland, Calif. — KEWB Bcstg. Corp. Changed from KLX.

KSSS Colorado Springs, Colo.—Hill-Smith Bcstg. Inc. Changed from KWBY.

WOKB Winter Garden, Fla.—E. V. Price. Changed from WGOA.

WITE Brazil, Ind.—Quad Cities Bcstg. Co.

KRAD East Grand Forks, Minn.—Marlin T. Obie.

WXTN Lexington, Miss.—Holmes County Bcstg. Co.

KUTT Fargo, N.D.—Music Bcstrs.

WMPO Middleport-Pomeroy, Ohio—Radio Mid-Pom Inc.

KCHY Cheyenne, Wyo.—Robert S. Pommer.

New Fm Stations

ACTIONS BY FCC

Marietta, Ga.—Marietta Bcstg. Inc. Granted 101.5 mc, 1.35 kw. P.O. address 112½ Atlanta St., Marietta. Estimated construction cost $8,290, first year operating cost $7,500, revenue $7,500. Applicant owns WBIE Marietta. Ann. June 10.

Fort Atkinson, Wis. — Blackhawk Bcstg. Co. Granted 107.3 mc, 2.95 kw. P.O. address Box 358, Monroe, Wis. Estimated construction cost $22,200, first year operating cost $28,000, revenue $32,000. Equal partners are **Robert K. Brown,** manager KMAQ; Maquoketa, Iowa. **Nathan L. Goetz, Robert W. Goetz** and **Merlin J. Meythaler** (25% each). Last named are each one-third owners of KMAQ. Ann. June 10.

Salinas, Calif.—Salinas Valley Bcstg. Corp. Granted 102.5 mc, 18.5 kw. P.O. address 238 John St., Salinas. Estimated construction cost $23,465, first year operating cost $24,000, revenue $36,000. Principals include **John C.**

EXPERIENCED BROADCASTERS Choose Stainless TOWERS

Tom Barnes, General Manager

WDAY, INC

FARGO, NORTH DAKOTA

Julius Hetland, Chief Engineer

And for good reasons, too:

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* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

Cohan (46.5%). William M. Oates (25.5%) and 14 others, none owning more than 4%. Messrs. Cohan and Oates own Salinas advertising agency. Ann. June 10.

Walnut Creek, Calif. — Walnut Creek Bcstrs. Granted 92.1 mc, 250 w. P. O. address 280 Euclid Ave., Oakland. Ann. June 10.

APPLICATIONS

La Mesa, Calif.—International Good Music Inc. 103.7 mc, 72.1 kw. P.O. address 1151 Ellis St., Bellingham, Wash. Estimated construction cost $33,200, first year operating cost $15,000, revenue $20,000. Ann. June 4.

Lodi, Calif.—Lloyd Burlingham 97.7 mc, 0.795 kw. P.O. address Route #1, Woodstock, Ill. Estimated construction cost $12,550, first year operating cost $7,554, revenue $7,554. Mr. Burlingham owns KCVR Lodi. Ann. June 9.

Honolulu, Hawaii—E. F. Weerts 96.1 mc, 7.73 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $20,370, first year operating cost $32,200, revenue $46,000. Mr. Weerts owns San Diego dining room, and has cps for fm stations in San Diego and Houston. Ann. June 10.

Tulsa, Okla.—Video Independent Theatres Inc. 95.5 mc, 2.96 kw. P.O. address Box 1334, Oklahoma City, Okla. Estimated construction cost $20,072, first year operating cost $18,000, revenue $30,000. Principals are **Henry S. Griffing** (50%), **C. F. Motley** (12%), **C. O. Fulgham** (12%) and others. Video owns 12½% of KWTV (TV) Oklahoma City. Ann. June 10.

Red Lion, Pa.—John M. Norris 96.1 mc, 20 kw. P.O. address Box 88, Red Lion. Estimated construction cost $18,959, first year operating cost $6,200, revenue $7,800. Mr. Norris owns WGCB Red Lion and is Presbyterian minister. Ann. June 8.

Towanda, Pa.—Vical Bcstg. Co. 92.7 mc, 0.7215 kw. P.O. address Box 93, Towanda. Estimated construction cost $9,180, first year operating cost $18,000, revenue $18,000. Equal partners (one-third each) are **T. Justin Myers Sr.**, banker; **Victor A. Michael**, teacher and radio sales and service operator, and **M. Alan Poole**, school art supervisor. Ann. June 4.

Hillsboro, Tex.—Nelson W. Galle 98.3 mc, 0.788 kw. P.O. address Box 317, Hillsboro, Tex. Estimated construction cost $6,100, first year operating cost $2,400, revenue $3,600. Mr. Galle owns KHBR Hillsboro. Ann. June 9.

Fredericksburg, Va. — Fredericksburg Bcstg. Corp. 97.5 mc, 3.3 kw. P.O. address Box 269, Fredericksburg. Estimated construction cost $11,950, first year operating cost $2,000. Applicant owns WFVA Fredericksburg. Ann. June 9.

Existing Fm Stations

CALL LETTERS ASSIGNED

KLYD-FM Bakersfield, Calif.—Edward E. Urner. Changed from KGEE-FM.

KVOR-FM Colorado Springs, Colo.—KVOR Inc.

KFMV (FM) Shreveport, La.—Good Music Inc.

KBCL-FM Shreveport, La.—Good Music Inc. Changed from KFMV (FM).

WSHO (FM) Silver Spring, Md. — Tri-Suburban Bcstg. Corp. Changed from WAYL (FM).

WTTR-FM Westminster, Md. — Carroll County Bcstg. Corp.

WBVP (FM) Beaver Falls, Pa.—WBVP Inc.

WDAC (FM) Lancaster, Pa. — Percy B. Crawford. Changed from WLPH (FM).

*KHPC (FM) Brownwood, Tex.—Howard Payne College.

KELT (FM) Harlingen, Tex.—Harbenito Radio Corp.

KHUL (FM) Houston, Tex.—B-M-R Bcstg. Corp.

KRBM (FM) Houston, Tex.—Texas Fine Music Bcstrs. Inc.

KEFC (FM) Waco, Tex.—Music Unlimited Inc.

*WCWM (FM) Williamsburg, Va.—College of William and Mary in Virginia.

Ownership Changes

ACTIONS BY FCC

KIVA (TV) Yuma, Ariz.—Granted transfer of control from **Harry C. Butcher** to **Electro Investors Inc.** (Mr. Butcher is chairman of board with 25% interest); consideration $241,000. Ann. June 10.

KDAN Eureka, Calif.—Granted assignment of license to **Radio KDAN Inc. (James F. Hadlock**, president, and two other stockholders have interests in KBUC Corona); consideration $225,000. Chairman Doerfer absent; Comr. Lee dissented. Ann. June 10.

KGMS Sacramento, Calif. — Granted assignment of license and cp from **Irving James Schwartz, William Stephen George** and **John Matranga** to **KGMS Inc. (Anthony C. Morici**, president, and others have interest in KIST Santa Barbara, and KRAM Las Vegas, Nev.); consideration $500,000. Chairman Doerfer absent. Ann. June 10.

KHIL Brighton, Colo. — Granted (1) renewal of license and (2) assignment of license to **Arline H. Steinbach**; consideration $75,000 (BAL-3427). Chairman Doerfer absent. Ann. June 10.

WDAT South Daytona, Fla.—Granted assignment of license from **Harold E.** and **Helen W. King** to **Quality Bcstrs. of Daytona Inc.** (equally owned by **John S. Mark, James S. Beattie** and news analyst **Walter L. Cronkite**); consideration $70,000. Mr. Mark owns 23% of WMT-AM-TV Cedar Rapids, Iowa, and KWMT Fort Dodge, Iowa; Mr. Beattie owns WPTX Lexington Park, Md. Chairman Doerfer absent. Ann. June 10.

WABM Houlton, Me.—Granted assignment of license to **Northern Maine Bcstg. Corp.** (50.6% owned by **Westminister Bcstg. Co.**, licensee of WCMF Brunswick); consideration $49,000 and agreement that assignor will not engage in radio or tv business in Houlton for 10 years and Westminister Bcstg. will not so engage in Presque Isle for 10 years. Ann. June 4.

KNAL Victoria, Tex.—Granted assignment of license to **Victoria Bcstrs. Inc.** (78.95% owned by **KWTX Bcstg. Co., Waco**) and 21.05% by **Milford N. Bostick** (stockholder of KWTX Bcstg. Co. and minority interest in KBTX-TV Bryan); consideration $75,000. Chairman Doerfer absent. Ann. June 10.

KKOG Ogden, Utah—Granted transfer of control from **Kyma-Yuma Inc.** to **Robert K. Hansen** and **Roger D. Thomsen**, present 49% owners; consideration $40,279 for remaining 51% interest, plus agreement transferor stockholders will not compete in radio business in Ogden for five years. Ann. June 10.

APPLICATIONS

KICO-TV Bakersfield, Calif.—Seeks assignment of cp from **Kern County Bcstg. Co.** (partnership) to **Kern County Bcstg. Co.** (a corporation). No consideration involved. Owners are **Edward E. Urner**, 20%; **Maurice St. Clair**, 15%; **Bryan J. Coleman**, 15%; **Lincoln Dellar**, 35%, and others. Ann. June 4.

KLIR-AM-FM Denver, Colo.—Seeks assignment of license from **George Basil Anderson** to **KLIR Inc.** (wholly owned by Mr. Anderson). No consideration involved. Mr. Anderson owns KJSK Columbus, Neb., KJRG Newton, Kan. and with his wife KCLO Leavenworth, Kan. Ann. June 9.

WIOK Mt. Dora, Fla.—Seeks assignment of license from **Triangle Bcstg. Corp.** to **Frank A. Taylor** for $35,500. Mr. Taylor owns WRWB Kissimmee, Fla. Ann. June 9.

WSTN St. Augustine, Fla.—Seeks assignment of license from **Stanmark Inc.** to **Harold W. Critchlow** for $66,000. Mr. Critchlow formerly had interest in WVVW Grafton, W.Va. Ann. June 10.

WWCA Gary, Ind. — Seeks transfer of control of 7.41% interest of **Lake Bcstg. Inc.** from **F. A. Timberlake** to **Dee O. Coe** (present 38% owner); **J. Mark Coe** (present 8% owner) and **Victor H. Voss** (present 8% owner) for $12,967. After transfer, above will own 43%, 9% and 9%, respectively. Ann. June 10.

WJOB-FM Hammond, Ind.—Seeks assignment of license from **South Shore Bcstg. Corp.** to **Percy B. Crawford** for $119,000. Mr. Crawford is radio pastor *(Young People's Church of the Air)* and owns WMUZ-FM Detroit and WPLH Lancaster, Pa. Ann. June 9.

KIOA Des Moines, Iowa—Seeks assignment of license from **Public Radio Corp.** to **Radio Station KIOA Inc.** (wholly owned by Public Radio Corp.). No consideration involved. Public Radio also owns KAKC Tulsa. Ann. June 4.

KCLO Leavenworth, Kan.—Seeks assignment of license from **Leavenworth Bcstg. Co. (George B.** and **Florence L. Anderson)** to **KCLO Inc.** (wholly owned by Mr. and Mrs. Anderson). No consideration involved. Ann. June 9.

KJRG-AM-FM Newton, Kan.—Seeks assignment of license from **George B. Anderson** to **KJRG Inc.** (wholly owned by Mr. Anderson). No consideration involved. Ann. June 9.

WDMJ-TV Marquette, Mich. — Seeks assignment of license from **Lake Superior Bcstg. Co.** to **North Central Bcstg. Co.** for $30,000 assumption of debts totalling $72,992 and 100 shares of stock of North Central. Lake Superior will receive 90 shares of stock of **M & M Bcstg. Corp.** for 52 shares of North Central stock. At conclusion of transaction, Lake Superior will own 48% and M & M will own 52% of North Central. Ann. June 9.

KCSR Chadron, Neb. — Seeks assignment of license from **Community Service Radio Corp. (William H. Finch)** to **Community Service Radio Co.** for $40,000 and $20,000 not to compete for five years. Principals are **E. F. Huse Jr.** (60%) and **K. S. Huse** (40%). E. F. Huse Jr. has interest in WJAG Norfolk, Neb. Ann. June 8.

KJSK Columbus, Neb.—Seeks assignment of license from **George B. Anderson** to **KJSK Inc.** (wholly owned by Mr. Anderson). No consideration. Ann. June 9.

WOV New York, N.Y.—Seeks transfer of control of **WOV Bcstg. Corp.** from **Morris S. Novik, George L. Weil** and **Edna M. Hartley** to **Bartell Bcstrs. of New York Inc.** for $1.1 million and assumption of $58,917 in promissory notes. Bartell Bcstrs. Inc. owns WOKY Milwaukee, WYDE Birmingham, KCBQ San Diego, KYA-AM-FM San Francisco, and WAKE Atlanta. Ann. June 10.

KAKC Tulsa, Okla.—Seeks assignment of license from **Public Radio Corp.** to **Radio Station KAKC Inc.**, wholly owned by Public Radio Corp. No consideration involved. Ann. June 4.

KQIK Lakeview, Ore.—Seeks transfer of control of 50% of **Pacific Northwest Radio Inc.** from **Lynn C.** and **Nadine Thomas** to **A. E.** and **Pauline Freeman** (present 50% owners) for $500. Requested transfer was actually effected without FCC approval in 1957 in violation of FCC rules. Actual present ownership of KQIK: Mr. and Mrs. Freeman 88.4%; **Mr.** and **Mrs. Harold Pate** 4.7%; and **Mr.** and **Mrs. J. K. Ragland** 6.9%. Ann. June 8.

WTUC Union City, Tenn.—Seeks transfer of 80% interest in **Davy Crockett Bcstg. Inc.** from **David J. Capps** and **Don Hickman** to **Paul Clark, Dave Shatz** and **Louise Dahnke**. Consideration $5,000. Mr. Clark (50%) is Pepsi Cola bottler. Mr. Shatz (40%) is in retail drygoods business. Miss Dahnke (10%) is secretary. Ann. June 8.

KSFA Nacogdoches, Tex.—Seeks assignment of license from **Nacogdoches Bcstg. Inc.** to **Texan Bcstg. Inc.** for $45,000. Principals are **B. M. Raborn** (90%) and **Bob Dunn** (10%). Mr. Raborn is employe General Electric, Houston, and Mr. Dunn is employe KDUB-TV Lubbock, Tex. Ann. June 10.

WHBG Harrisonburg, Va.—Seeks transfer of control of 50% of **Radio Harrisonburg Inc.** from **Jeffrey A.** and **Leah G. Abel** to

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 10

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,326	41	123	685
FM	574	39	155	84
TV	461[1]	59	102	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 10

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

William Wallace Greer Jr. for $5,000 and $17,500 for promissory notes held by transferors. Mr. Greer is in mausoleum business and is chinchilla rancher. Ann. June 10.

Hearing Cases

FINAL DECISIONS

By decision after further oral argument, Commission granted application of Queen City Bcstg. Co. for new TV station (KIRO-TV) to operate on ch. 7 in Seattle, Wash., and denied competing applications of KXA Inc., and Puget Sound Bcstg. Inc. It took following actions on pleadings: (1) affirmed Hearing Examiner's order which granted in part motion by Puget Sound to strike and expunge brief and proposed findings of fact of Queen City; (2) granted motion of Puget Sound to extent of striking extra-record materials in part "C" and appendix 1 of Queen City exceptions; and (3) granted request by KXA to file "rejoiner" but denied that pleading insofar as it requested that reply of Queen City be stricken. Comr. Lee dissented; Comr. Hyde not participating. (Dec. 10, 1958 memorandum opinion and order set aside July 25, 1957 decision favoring Queen City but permitted KIRO-TV to continue operation pending outcome of further proceeding.) Ann. June 10.

By order, Commission made effective immediately April 27 initial decision and granted application of Venice-Nokomis Bcstg. Co. for new am station to operate on 1320 kc, 500 w, D. in Venice, Fla. Ann. June 10.

OTHER ACTIONS

By memorandum opinion and order, Commission denied request of Interstate Bcstg. Inc. (WQXR), New York, N.Y., for reconsideration and rehearing directed against Nov. 5, 1958 grant without hearing of application of Patchogue Bcstg. Inc., to increase power of WPAC Patchogue, N.Y., from 5 kw, DA-D, to 5 kw-10 kw-D, Canadian restricted, continuing operation on 1580 kc. Ann. June 10.

By memorandum opinion and order, Commission denied petition by Deep South Bcstg. Co. for reconsideration of Sept. 3, 1958 decision which denied mod. of cp of its tv station WSLA (TV) (ch. 8), Selma, Ala., to move trans. site to location 50 miles from Selma and 25 miles from Montgomery, specify main studio site one-half mile from city boundary of Selma, increase ant. height from 387 ft. to 1993 ft., and increase power from 2.51 kw to 316 kw. Chairman Doerfer and Comr. Cross not participating. Ann. June 10.

By order, Commission dismissed as moot petition by Cannon System, Ltd. (KIEV), Glendale, Calif., to enlarge issues in am consolidated proceeding with respect to application of Gordon A. Rogers, Colton, Calif. (since dismissed). Ann. June 10.

Designated for consolidated hearing applications for new daytime am stations in Michigan of Central Michigan Bcstg. Co. (1370 kc, 5 kw, DA), Oil City; Flat River Bcstg. Co. (1380 kc, 500 w, DA), Greenville; Stevens-Wismer Bcstg. Co., Caro Bcstg. Co. and Tuscola Bcstg Co., each seeking 1360 kc, 500 w in Caro; and Grand Haven Bcstg. Co. to change operation of WGHN Grand Haven, on 1370 kc from 500 w, D, to 500 w-N, 1 kw-LS, DA-2. Ann. June 10.

KPAP Redding, Calif.—Designated for hearing application to change facilities from 1270 kc, 1 kw, D, to 1330 kc, 5 kw, D; made KCRA, Sacramento, party to proceeding. Ann. June 10.

John Laurino, Ashland, Va., WNAV Annapolis, Md.—Designated for consolidated hearing applications of Laurino for new am station to operate on 1430 kc, 1 kw, D and WNAV to change operation on 1430 kc from 1 kw, DA-N, Unl., to 1 kw-N, 5 kw-LS, DA-N; made WDDY Gloucester, Va., party to proceeding. Ann. June 10.

Buckley-Jaeger Bcstg Corp., Providence, R.I., WHDH-FM Boston, Mass.—Designated for consolidated hearing applications of Buckley for new class B fm station to operate on 94.1 mc, and WHDH-FM to change operation on 94.5 mc from ERP 20 kw, ant. 455 ft., to ERP 3.25 kw ant. height 979 ft. Ann. June 10.

KFMC (FM) Santa Barbara, Calif.—Designated for hearing application to change trans. site and increase ERP from 29.5 kw to 41.34 kw and ant. height from minus 800 ft. to 2,911 ft.; made KANT-FM Lancaster, party to proceeding. Ann. June 10.

WTRN Tyrone, Pa., WFBG Altoona, Pa.—Designated for consolidated hearing applications of WTRN to change operation from 1290 kc, 1 kw, D, to 1340 kc, 250 w, unl., and WFBG to change from 1340 kc, 250 w, unl. to 1290 kc, 1 kw-N, 5 kw-LS, DA-2. Ann. June 10.

Routine Roundup

Granted request by Bay Area Educational Television Assn. KQED (TV) (ch. *9), San Francisco, Calif., for waiver of Sec. 3.651 (c) (2) for one year to allow broadcast of only one picture (record album cover) on its video channel while program "Portrait in Music" is broadcast on aural channel. Comrs.

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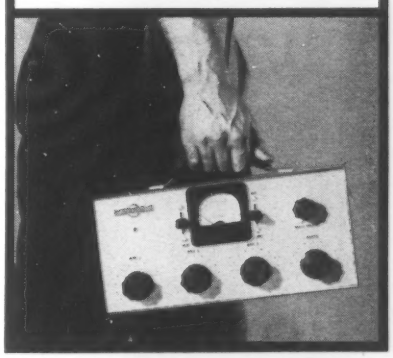

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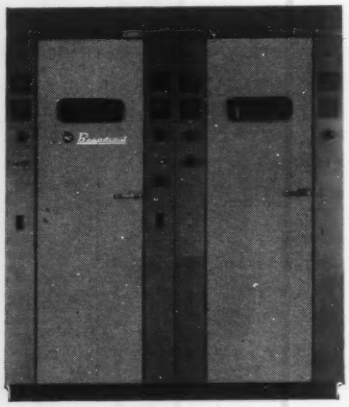

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Bartley, Craven and Ford dissenting. Ann. June 10.

By memorandum opinion and order, Commission denied petition by Indiana Central U. for rulemaking to reserve ch. 13 for educational use in Indianapolis, Ind., where ch. *20 is reserved for such use. Comr Lee absent. Comr. Craven not participating. (Crosley Bcstg. Corp. operates station WLWL (TV) on ch. 13 in Indianapolis under STA). Ann. June 10.

By letter Commission granted application of First Baptist Church, Pontiac, Mich., insofar as it requests authority to transmit religious programs to CKLW Windsor, Ont., Canada, for period of one year. Ann. June 10.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 5

WCTV (TV) Thomasville, Ga.—Granted cp to make changes in ant. system and other equipment; ERP vis. 100 kw, aur. 50 kw, ant. 1020 ft.

WIMA-TV Lima, Ohio—Granted cp to change ERP to vis. 214 kw, aur. 108 kw, and make other equipment changes.

WLEX-TV Lexington, Ky.—Granted mod. of cp to increase ERP to vis. 272 kw, aur. 146 kw; and make changes in ant. system and equipment; ant. 640 ft.

Following stations were granted extensions of completion dates as shown: WSUR-TV Ponce, P.R., to Dec. 8; WVEC-TV Hampton, Va., to Jan. 4, 1960.

Actions of June 4

WIRB Enterprise, Ala.—Granted assignment of licenses to **R. E. James**, trading under name **Wiregrass Bcstg. Co.**

KJFJ Webster City, Iowa—Granted acquisition of positive control by **D. D.** and **Mary K. Treu** through purchase of stock from **Glen** and **Opal Barnett** (BTC-3138).

KYSS Missoula, Mont.—Granted mod. of cp to change ant.-trans. location; studio location; specify remote control point same as main studio and change type trans.

WRKT Cocoa Beach, Fla.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KJML (FM) Sacramento, Calif., to July 5; KYSS Missoula, Mont., to Aug. 15.

KDWD-FM San Diego, Calif. — Granted authority to remain silent for period of 60 days from May 25 to July 25.

Actions of June 3

WHBY Appleton, Wis. — Granted assignment of license to **Nobertine Fathers.**

WCPK College Park, Ga.—Granted license for am station; remote control permitted.

KYRO Potosi, Mo.—Granted license for am station.

WHKY-FM Hickory, N.C. — Granted license for fm station.

KBOY-FM Medford, Ore.—Granted license for fm station.

WQIK Jacksonville, Fla.—Granted license covering increase in power and installation new trans.; remote control permitted; condition.

WERE Cleveland, Ohio—Granted licenses covering installation new main trans.; and installation of old main trans. as alternate main trans.

KALI San Gabriel, Calif.—Granted license covering changes in hours of operation, directional ant. system, ground system, studio and station locations and specify studio location.

KBCH Oceanlake, Ore.—Granted license covering changes in facilities, ant. system and installation new trans.

WCHA-FM Chambersburg, Pa. — Granted license covering change in frequency, installation new trans., increase in ERP and change type trans.; ant. height 265 ft.

***WTHS-TV Miami, Fla.**—Granted cp to change ERP to vis. 43.6 DA, aur. 21.8 DA; trans. location; type trans., ant. and make changes in equipment; ant. 340 ft.

WKRC-TV Cincinnati, Ohio—Granted cp to change studio and trans. locations.

***WEDU (TV) Tampa, Fla.**—Granted cp to change ERP to vis. 56.2 kw, aur. 28.2 kw, make changes in trans., install amplifier and other equipment; ant. 490 ft.

KGMS Sacramento, Calif. — Granted license covering changes in daytime DA system.

WJHL-TV Johnson City, Tenn.—Granted cps to change type ant. and other equipment (main trans. & ant.) and install auxiliary ant. system at main trans. and ant. location.

***KPEC-TV Lakewood Center, Wash.** — Granted extension of completion date to Dec. 22.

Actions of June 2

KEED-FM Eugene, Ore.—Granted license for fm station.

WOMC (FM) Detroit, Mich.—Granted license covering installation new amplifier; increase ERP, ant. height; change station location and type ant.

KALB-FM Alexandria, La.—Granted license covering replacement of ant. and feed line, changes in ERP, ant. height, ant. system and deletion of remote control operation; ERP 8.4 kw.

WVOX - AM - FM New Rochelle, N.Y. — Granted mod. of license to change name to Radio Westchester Inc.

KBOX Dallas, Tex.—Granted mod. of license to change name to Radio Station KBOX.

KDKA Pittsburgh, Pa.—Granted cp to install new trans. and ant. for auxiliary purposes; remote control permitted.

WAAF Chicago, Ill.—Granted cp to install new trans. at main trans. location to be used as alternate main trans.

WDAF Kansas City, Mo.—Granted cp to install new trans. at main trans. location for auxiliary purposes; remote control permitted.

KEYJ Jamestown, N.D.—Granted cp to install new trans.

WLLH Lowell, Mass.—Granted cps to install new trans. at Lawrence and Lowell, Mass.

WJCD Seymour, Ind.—Granted authority to sign-off at 7 p.m., CDT, for period ending Aug. 31.

WRSA Saratoga Springs, N.Y. — Granted change of remote control authority.

Granted extensions of completion dates for following stations: KPQ Wenatchee, Wash., to July 7, and WIBC-FM Indianapolis, Ind., to Sept. 11.

Actions of June 1

KVRH Salida, Ohio—Granted assignment of license to **Regional Bcstg. Corp.**

KCOG Centerville, Iowa—Granted authority to sign-off at 7 p.m., Monday through Saturday and 5 p.m. on Sundays for period ending Aug. 29.

Granted licenses for following tv stations: *KOKH-TV Independent School District #89 of Oklahoma County, Oklahoma City, Okla.; ERP vis. 275 kw, aur. 141 kw, ant. 460 ft., change studio location and redescribe trans. location; KAYS-TV KAYS Inc., Hays, Kan.; ERP vis. 117 kw, aur. 63.1 kw; KNOP, North Platte Television Inc., North Platte, Neb.; KBLR-TV, Tri-State Television Inc., Goodland, Kan.

***WQEX (TV) Pittsburgh, Pa.**—Granted license for noncommercial educational tv station.

***KOED-TV Tulsa, Okla.**—Granted license for noncommercial educational tv station; ERP vis. 14.8 kw, aur. 7.4 kw.

***WQED (TV) Pittsburgh, Pa.**—Granted license covering changes in noncommercial educational tv station.

KHPL-TV Hayes Center, Neb. — Granted license covering changes in tv station.

***WBIQ (TV) Birmingham, Ala.**—Granted mod. of cp to change ERP to vis. 42.5 kw, aur. 25.5 kw; type ant.; correct geographic coordinates (no change in site); make changes in ant. system and equipment; ant. 1050 ft.

WBRC - TV Birmingham, Ala. — Granted mod. of cp to install new ant. system; make changes in equipment and trans. site; ant. 1110 ft.

ACTIONS ON MOTIONS

Commission on June 3 postponed oral argument in proceeding on applications of Palm Springs Translator Station Inc., Palm Springs, Calif., from June 15 to date to be subsequently announced.

By Chairman John C. Doerfer

Granted motions by Queen City Bcstg. Co. (KIRO), KXA Inc., Seattle, Wash., and Broadcast Bureau for corrections in various respects to transcript of oral argument in Seattle, Wash., tv ch. 7 proceeding. Action June 5.

By Commissioner Rosel H. Hyde

Granted petition by Chronicle Publishing Co. (KRON-TV), San Francisco, Calif., for extension of time for period of ten days from June 4 (June 15) to file opposition to pleading by American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, for clarification of mod. of issues in proceeding on their applications for cps to increase ant. height. Action June 8.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearings for July 28 in following am proceedings: Madison County Bcstrs., Tri-Cities Bcstg. Co., and East Side Bcstg. Co., Granite City, Ill.; David M. Segal, Boulder, Denver Bcstg. Co., Denver, and Satellite Center Radio Co., Arvada, all Colorado. Action June 8.

Granted informal request of Benjamin C. Brown to the extent that he seeks dismissal

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Service Directory

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of his application for am facilities in Oceanside, Calif., and denied in all other respects, and dismissed application with prejudice. Action June 3.

Scheduled hearings for July 27 in following proceedings: Pine Tree Telecasting Corp., for mod. of cp of tv translator station WPTT Augusta, Me.; applications of Audiocasting of Texas Inc., and Horace K. Jackson Sr., for am facilities in Waco and Gatesville, both Texas (Dockets 12876-7; BP-11851, 12550). Action June 3.

Granted petition by Berkshire Bcstg. Co. Inc. (WSBS), Great Barrington, Mass., for dismissal without prejudice of its am application and retained in hearing status application of Naugatuck Valley Service Inc., for am facilities in Naugatuck, Conn. Action June 3.

By Hearing Examiner Charles J. Frederick

Scheduled hearing for July 1 in proceeding on application of Kenneth G. Prather and Misha S. Prather for am facilities in Boulder, Colo. Action June 5.

Granted petition by Moline Television Corp., for leave to amend its application for new tv station to operate on ch. 8 in Moline, Ill., to substitute Glen E. Perkins, an existing stockholder, for C. H. Wildman, a director, and reflect election of Perkins to be a director. Action June 5.

By Hearing Examiner Millard F. French

Scheduled prehearing conference for 9 a.m., June 24, in proceeding on am applications of Granite City Bcstg. Co., Mt. Airy, N.C., et al. Action June 3.

By Hearing Examiner Isadore A. Honig

On own motion, continued further prehearing conference from June 11 to June 18 at 2 p.m., in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al. Action June 8.

On own motion, continued prehearing conference from June 12 to June 19 in proceeding on application of Virgin Islands Bcstg. System for additional time to construct WDTV Christiansted, V.I. Action June 8.

Denied request by Virgin Islands for postponement of hearing for 60 days from July 6. Action June 5.

Granted petition by Radio KYNO, Voice of Fesno (KYNO), Fresno, Calif., for extension of time from May 29 to June 5 for filing proposed findings and from June 16 to June 23 for replies in proceeding on its am application. Action June 1.

On own motion scheduled prehearing conference for June 25 at which time date for hearing will be specified in proceeding on am applications of Tobacco Valley Broadcasting Company, Windsor, Conn., and Telecolor Corp. (WTXL), West Springfield, Mass. Action June 2.

By Hearing Examiner Annie Neal Huntting

Granted request by Telemusic Co., San Bernardino, Calif., for extension of time to June 15 to file opposition or other reply to petition to enlarge issues filed by American Bcstg.-Paramount Theatres Inc., in proceeding on Telemusic fm application. Action June 4.

Granted oral request of Rollins Broadcasting Inc., for continuance of hearing from June 9 to June 30, in proceeding on its application for additional time to construct changed nighttime facilities for radio station KATZ St. Louis, Mo. Action June 2.

By Hearing Examiner H. Gifford Irion

Continued hearing from June 15 to July 1 in proceeding on applications of Frank James and San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, both California. Action June 5.

Upon request by parties, continued prehearing conference from June 8 to June 17 in Yakima, Wash., tv ch. 23 proceeding. Action June 4.

Upon oral request of May Broadcasting Co., continued further hearing from June 2 to June 16 in proceeding in its application for renewal of license of KMA Shenandoah, Iowa. Action June 1.

Scheduled prehearing conference for June 30 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, Interstate Bcstg. Inc. (WQXR), New York, N.Y., and Booth Bcstg. Co. (WTOD), Toledo, Ohio. Action June 2.

By Hearing Examiner Jay A. Kyle

Upon verbal request of counsel for Broadcast Bureau, and with the concurrence of counsel for other parties, continued hearing from June 8 to June 9, in proceeding on am applications of Tempe Bcstg. Co., Tempe, Ariz., et al. Action June 4.

By Hearing Examiner Forest L. McClenning

Granted petition by Russell G. Salter Inc., Dixon, Ill., for extension of time from June 5 to June 8 for filing of proposed findings of fact and conclusions, and from June 19 to June 22 for filing reply findings in proceeding on its am application, et al. Action June 2.

Granted petition by Broadcast Bureau for extension of time from June 1 to June 8 for filing of replies to motion of Los Banos Bcstg. Co. for leave to amend in proceeding on its application for am facilities in Los Banos, Calif. Action June 2.

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

580 kc

CKPR Fort William, Ont.—5 kw D, 1 kw N, unl., III, NIO with increased daytime power.

980 kc

CKNW New Westminster, B.C. — 5 kw, DA-1, unl., III, NIO.

1230 kc

CFPA Port Arthur, Ont.—1 kw D, 0.25 kw N, unl., IV, NIO with increased daytime power.

1240 kc

Williams Lake, B.C.—0.25 kw, unl., IV, EIO 4-15-60. New.

1250 kc

CHWO Oakville, Ont.—2.5 kw D, 1 kw N, DA-2, unl., III, EIO 4-15-60.

1290 kc

CFAM Altona, Man.—5 kw, DA-1, unl., III, EIO immediately (correction of pattern).

1300 kc

Regina, Sask.—1 kw, DA-1, unl., III, EIO 4-15-60. New.

1340 kc

CFSL Weyburn, Sask.—1 kw D, 0.25 kw N, unl., IV, EIO 4-15-60.

MEXICO

List of changes, proposed changes, and correction in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting Jan. 30, 1941.

590 kc

XEE Durango, Duo.—2 kw D, 0.15 kw N, unl., III, 9-23-58. (Correction of error in Change List No. 209.)

630 kc

XETS Tapachula, Chia.—1 kw D, 0.5 kw N, unl., III, 7-23-58.

660 kc

XENB Macuspana, Tab.—1 kw, D, II, 11-11-59.

670 kc

XEKQ Tapachula, Chia.—1 kw, D, II, 5-11-59.

680 kc

XEFO Chihuahua, Chih.—1 kw, D, II, 7-23-58.

700 kc

XEDV Zapopan, Jal.—1 kw, D, II, 7-23-58.

860 kc

XENW Culiacan, Sinaloa—1 kw D, 0.25 kw N, unl., II, 11-11-59. (Correction of error in Change List No. 214.)

960 kc

XEHA Ciudad Camargo, Chih.—0.25 kw D, 0.1 kw N, unl., IV, 11-11-59.

1110 kc

XEOQ Rio Bravo, Tam.—1 kw, ND, D, II, 5-11-59.

1120 kc

XETR Ciudad Valles, S.L.P.—1 kw, D, II, 5-11-59.

1190 kc

XEWK Guadalajara, Jal.—10 kw, unl., IB, 8-14-57.

1240 kc

XELD Autlan de Navarro, Jal.—1 kw D, 0.1 kw N, unl., IV, 11-11-59.

XES Tampico, Tam.—1 kw D, 0.25 kw N, unl., IV, 8-11-59.

1320 kc

XETR Ciudad Valles, S.L.P.—1 kw D, 0.1 kw N, unl., IV, 5-11-59.

1330 kc

XEEA Ciudad Ixtepex, Oax.—1 kw D, 0.5 kw N, unl., III, 11-11-59.

1340 kc

XENV Monterrey, N.L.—1 kw D, 0.25 kw N, unl., IV, 11-11-59. New.

XEJK Ciudad Del., Chia.—0.5 kw D, 0.25 kw N, unl., IV, 11-11-59.

1360 kc

XETP Ciudad Valles, S.L.P.—5 kw, D, III, 11-11-59.

1380 kc

XEZW Ciudad Hidalgo, Chia.—1 kw D, 0.25 kw N, unl., IV, 11-11-59. New.

1400 kc

XESB Santa Barbara, Chih.—1 kw D, 0.2 kw N, unl., IV, 11-20-58.

XEDE Saltillo, Coah.—0.5 kw D, 0.25 kw N, unl., IV, 11-11-59.

1480 kc

XEZJ Zapopan, Jal.—0.25 kw D, 0.2 kw N, unl., IV, 11-11-59. New.

XENJ Cadereyta de Jimenez, N.L.—1 kw D, 0.5 kw N, unl., III-B, 5-11-59.

1490 kc

XEVZ Acayucan, Vera.—0.25 kw D, 0.2 kw N, unl., IV, 11-11-59.

From the SEC record

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission, Washington. Sales, re-

Continued on Page 103

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RADIO

Help Wanted—Management

Manager-salesman or salesman for single station market with good potential. Salary and commission. North Carolina station. Good living conditions. Box 262M, BROADCASTING.

General manager. To purchase minority interest and become resident general manager in metropolitan radio station. Box 316M, BROADCASTING.

Program director for top 20 market am station. 5,000 swingin' watts needs an experienced p.d. who can put together a swingin'-without-rockin' big sound! Must have proven record to fit into this top opportunity. Send complete resume and all other pertinent details to Box 374M, BROADCASTING.

Station manager for small eastern market. Experienced administrator and salesman. Send info on experience, education and picture. Please send nothing that must be returned. P.O. Box 186, Washington, D.C.

$10,000 a year executive? Regional and national sales manager to spark presentation of radio Willamette-Land. This man knows aggressive radio and how to sell it! Resume and picture to Gordon Allen, KGAY, Salem, Ore. Other sales positions at KGAL, Albany Studios, chief engineer at KGAY (5,000 watt Gates xmtr.)

Excellent opportunity for station manager who is strong on sales, willing to work, and desires permanent situation. Give full details to General Manager, KSWS, Roswell, New Mexico.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager for new am-fm station in Aztec, N.M., 8000 population, county seat of growing 50,000 county. Send details to I.E. Shahan, 1404 Mesa Verde, Farmington, N.M.

Sales

Sales manager, excellent future and money. Multiple market organization major Indiana market. Box 369M, BROADCASTING.

Experienced radio salesman, capable of advancing to salesmanager. Base plus commission makes you $400.00 to $700.00. Send complete details, Dale Moore, KCAP Helena, Montana.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Two positions open with top California station. Local salesman-sales manager to earn $10,000 to $15,000 depending on man, with substantial increases probable. Salary plus override. Also opening for additional salesman with $450 guarantee plus generous commission base. Highest ratings, biggest coverage in market, good congenial crew. Send complete information with picture to Alan Torbet, KRAK, Stockton, California.

Connecticut—Sales representatives for 1000 watt independent. Salary and incentive. WBZY, Torrington.

Sales representative for new quality Southern FM station. Salary plus commission, plus expense account. Send resume to G. M. Allen, WFMX, Statesville, North Carolina.

Expanding radio-tv sales staffs. One experienced radio salesman, one tv salesman. Radio 5kw—full time. TV full power vhf. Send resume and sales record. Art Ingram, WICU Radio. Jim Ketcham, WICU-TV, 3514 State St., Erie, Pennsylvania.

Help Wanted—(Cont'd)

Sales

Florida vhf station needs a salesman who wants to sell television and can live on a starting income of $100 weekly: $65 salary, plus $35 draw against commissions. Accounts now on station will be given you and manager will train you; sell with you, and for your account, to quickly build your volume. WJDM-TV Panama City, Florida. Hugh Barclay, Manager.

Salesman for WLOF, Orlando, Florida. Number one Pulse rated music and news operation must expand sales staff to keep pace with growth of market. Tell all in first letter. Send photo. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Fla.

Salesman, experienced, WTAC, The Big Station, Flint, Michigan.

Sales manager wanted in Springfield, Massachusetts at WTYM. Chance for exceptional earnings. Write Art Tacker, General Manager, or phone Republic 3-4187.

Ohio, WWIZ, Lorain. Personal interview necessary.

Announcers

Adult programmed station in top midwest market has an immediate opening for an outstanding, experienced announcer. Excellent conditions and employee benefits. Rush picture, tape and full background to Box 252M, BROADCASTING.

Topnotch, modified Storz morning man for 5 kilowatt midwest station. Salary for ability. Good newsman needed, too. Send all first letter. Positions now vacant. Box 275M, BROADCASTING.

Announcer—1st class ticket. Rocky Mountain area. Box 341M, BROADCASTING.

$100.00 weekly for top dj for fast paced, modern radio-tv operation. Send tape, picture and resume first letter. Box 368M, BROADCASTING.

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Southwest format station needs dj who can sound happy. Good working conditions. Need someone who is on the way up, no students or drifters. Better than average pay with some talent available. Send photo, tape, references, resume and salary requirements. Tapes will be returned. Box 375M, BROADCASTING.

Sexy babe wanted for after midnight cooing and cuddling with listeners. It's legitimate broadcasting, sweetie, and you can check with my wife and kids, but y'all call "Pat" Moseley (not his wife!) at NAtional 4-1225, the number for KAAB, Hot Springs, Arkansas, Call collect if you're great!

Experienced announcer-salesman. 1st phone essential. $2.50 hour (to 40 hours) board work plus 15% sales. Adding fm. Near Los Angeles. Send tape, photo. KACE, Riverside, California.

Young, aggressive, stable announcer wanted at top-rated station in Lincoln, Nebraska. Well established teen-age disc show in your shift. Good pay, opportunities in growing multi-station operation. Send tape, resume, photograph to KFOR, Lincoln, Nebraska.

First phone announcer: Needed immediately. Prefer minimum three years experience family man. Afternoon trick. Two weeks paid vacation, insurance plan. Not rock and roll. Not top forty. Salary open. Phone Mr. Jae, 3450, KHMO, Hannibal, Missouri.

Help Wanted—(Cont'd)

Announcers

Announcer, morning dj at new K-CAP, Helena, Montana. Send tape, resume, picture, salary requirements to Dale Moore.

Opportunity for conscientious and competent announcer who wants permanent job in good climate. Play-by-play experience helpful, but not mandatory. Send full details, tape, salary, etc., to Manager, KSWS, Roswell, New Mexico.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Announcer-engineer with first class ticket with interest in news, including some writing. Good opportunity on 250 watt ABC station with good news department. WBYS, Canton, Illinois.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. **Send tape. WEAM.**

Wanted: Announcer with first phone—no maintenance—$4,800 for first year—40-hour week. Paid hospitalization. Paid life insurance. Paid vacation. Call the manager of this 26 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Needed immediately country and western dj for WGEE, Indianapolis, Indiana, the only station in better than one-half million market featuring country and western music. First phone desirable but not necessary. Write, wire or call General Manager, Arnold C. Johnson.

Ohio's most powerful fm, W-SOM, 100,000 watts, needs two mature voices. Send tape, resume, W-SOM, Salem, Ohio.

Announcer with first phone for evening shift. Announcing of prime importance, no maintenance, WTVB, Coldwater, Michigan, Broadway 9-9119.

Technical

Engineer-announcer. Must be experienced, capable engineer. $400 monthly. KIYI, Shelby, Montana.

First phone engineer with announcing ability. KTKR, Taft, California.

Experienced first class engineer-announcer, capable making equipment installation. Permanence for right man. Send tape, details KVOZ, Laredo, Texas.

First class radio telephone transmitter technician for summer relief at WBZ, Hull, Massachusetts. Salary $100 per week. Needed immediately. Contact W. H. Hauser, Chief Engineer, WBZ, Boston.

Chief: The man we want is probably working as combo or staff engineer. We need a permanent chief to settle here, maintain equipment and do light announcing. Progressive community, excellent fishing. Starting $100 with more later. Call 7707, WJNC, Jacksonville, N.C.

Transmitter engineer for WAMS, Wilmington, Delaware. Chance for advancement in 9-station radio-tv chain. Rush background to Tim Crow, Rollins Broadcasting-Telecasting, 414 French Street, Wilmington, Delaware.

Help Wanted—(Cont'd)

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Our last copywriter landed a top paying major market job because of what he learned from us. We need another. Top pay, pleasant medium sized Illinois city. Aggressive station. If you write sharp production copy and love to write, send all details first letter to Box 305M, BROADCASTING.

Program director top-rated Ohio station. Only experienced modern formula radio man. Must have proven record. Earnings in five figures. Send details, photo, tape. Box 364M, BROADCASTING.

Experienced continuity man or woman for Ohio major market. Send details, photo, sample copy. Box 365M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Copywriter. Immediate opening, opportunity to handle promotional and limited air work. Attractive community within 90 miles New York City. WKNY, Kingston, N.Y.

Continuity writer, fast paced market needs experienced writer able to write professional copy with and without gimmicks. WTAC, The Big Station, Flint, Michigan.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 158M, BROADCASTING.

I'll be your assistant manager (any size market!); will contract ½ of year's salary that my system hypos annual billings 12% plus. Last 6 of 17 years experience at five-figures with major combine. Salary unimportant first year; you'll get winner. I'll get record. Excellent references. Box 187M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

M.D. in search of sick radio station license based on following qualifications. 1. Top creative time sales. 2. Outstanding sell production. 3. Flexible programming ideas. Currently employed major west coast market as assistant general manager. Now ready top spot. Box 259M, BROADCASTING.

Manager-sales manager. 20 years in radio, tv and agency. Strong on sales. Initial earnings secondary to good long-term deal. Prefer Virginia, N.C. Available for personal interview. Write Box 268M, BROADCASTING.

Ten years radio now assistant manager 60th market wants managing opportunity. Worker, intelligent, experience-qualified. 32. BA. Problem solving idea man who works with entire staff for best team operation results in profit and stature. Personal interview after resume. Box 318M, BROADCASTING.

Looking for the opportunity of becoming manager. Six years in sales. Have good sales record. Prefer one or two station market in the midwest or upper midwest. Presently employed. Box 338M, BROADCASTING.

Successful former manager metropolitan station seeks similar connection in Rockies. Married, university graduate. $12,000 plus. Box 348M, BROADCASTING.

Man with many hats! Manager, salesman, dj, sportscaster 7 years working radio. Got a sick station? Now managing 1000 watter. Box 355M, BROADCASTING.

Sales

Salesman/announcer, good general background, capable for switch to broadcasting. Box 166M, BROADCASTING.

Old hardheaded, professional combo street and air salesman—who knows how to sell and present quality radio, desires percentage opportunity with soundly managed station. Top references and record. No top 40's—No boy wonders—Please! Box 372M, BROADCASTING.

National or local sales. Radio and/or tv. Rep-station-prog-or allied. Resume. Frank Frost, 2833 Belle Plaine, Chicago.

1st phone-top rated air personality with news experience moving up. Interested in sales, 23, married, veteran. Tape, resume, and picture on request. Contact Frankie Jones, 5-5645 Paducah, Ky., or write WKYB, Box 931 for recommendation. Our loss, your gain.

Announcers

Top flight announcers personality—7 years radio-tv. Presently freelancing Philadelphia. Morning or afternoon show specialist. Desire solid position metropolitan market only. Box 797K. BROADCASTING.

News, special events-plus, announcer, producer-writer-radio and tv. Box 159M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer. Box 160M, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

Announcer mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 162M, BROADCASTING.

Country/Western music. My strongest suit. Capable-staff, controls. Sales. Box 163M, BROADCASTING.

Negro deejay, smooth patter. Efficient, production. Controls. Audition tape. References. Box 164M, BROADCASTING.

Girl broadcaster capable, versatile. operate board. Writing, productions, publicity, sales. Box 165M, BRODCASTING.

Top morning man. Fifteen years experience. Know people and radio. Dependable. No prima-donna. Let me sell for you. Box 222M, BROADCASTING.

Recent young graduate of broadcasting school—personality plus! Wishes to obtain job as announcer-deejay. Box 258M, BROADCASTING.

Announcer, 26, recently top-rated dj Long Island market. Active N.Y.C. freelance market. Attracted attention of two major networks, two N.Y.C. indies. All-around air showmanship plus pd with three stations. Major markets only. Box 307M, BROADCASTING.

Play-by-play sports exclusively—6 years experience in top ten market—ready for your football season this Fall—anywhere in U. S.—Top references. Box 313M, BROADCASTING.

Announcer, first phone, married, vet, college. Experienced network and independent stations. Will relocate for right job. Box 315M, BROADCASTING.

DJ—Announcer. Recent graduate professional radio school. Operate board. Bright, crisp delivery for "on the air" sellability. Married, 23, draft free. Locate anywhere. Tape, resume, photo. Box 320M, BROADCASTING.

Ability plus versatility. Dj plus sportscaster—prefer chance to play decent music or play-by-play all major sports. $150 weekly minimum. Box 321M, BROADCASTING.

7½ years experience announcer sales. Wants permanent position in the southwest. Box 323M, BROADCASTING.

Seeking permanent berth in news. Tape man. Wants duties spelled out. Box 324M, BROADCASTING.

Conscientious newsman. Companion of early risers and most ironworkers. Box 325M, BROADCASTING.

Want news. The up-and-at-'em am show for weightlifters. Do more, really. Box 326M, BROADCASTING.

Early am up-and-at-'em habit for house captains! Delivery almost opposite of modern fast pace. Box 327M, BROADCASTING.

Good man behind your mike? Good ironworker loyalty? Good tape editor? Good newsman? Meet another one. Box 328M, BROADCASTING.

Sports specialist desires relocation: Seven years broadcasting experience. College graduate, veteran, family man looking for challenging opportunity, former athletic director, network play-by-play basketball. baseball, football, hockey, racing. Presently conducting program with national and local personalities which will increase sales in your locale. Interview requested. Photo, tapes, brochure, references on call. Promotionally minded station desired. All replies handled confidentially. Box 331M, BROADCASTING.

Baker is tired of tired radio. If you dig format radio, maybe we can both make a buck. 4½ years top pulse dj. $125 minimum. Box 333M, BROADCASTING.

Attention Colorado-Wyoming-New Mexico (or surrounding territory). Available September 1st . . . Experienced announcer, first phone, presently employed east. Seeks permanence western locality. Dependable, mature familyman, vet. Strong news-commercials. Good taste, pops, semi-classical or country/western music. Deep pleasing voice, Willing to learn TV. Resume, photo, tape on request. Box 335M, BROADCASTING.

WHK

Cleveland's Fastest Climbing Station

Is looking for Jocks who can deliver audience in return for top salary.

We're indie with a format music and news operation, but must have guys who can project personality. No collect calls or wire. Send full information, including references with an air check to Gerry Spinn, Program Manager, WHK, 5000 Euclid Avenue, Cleveland, Ohio.

WHK, A Division of Metropolitan Broadcasting Corporation.
WNEW, WNEW-TV, WTTG-TV, WHK

Situations Wanted—(Cont'd)

Announcers

7 years experience. Family man, sell like crazy. Standard or Storz type. Radio or tv. Box 343M, BROADCASTING.

Want a new sound in your town and make money too? Talented, good-looking, married couple, both jocks. Boost your rating, fill your log. Do hops, remotes. Radio, tv experience. Do both top 40 and good music format. 7 years experience. Box 344M, BROADCASTING.

Announcer-dj-versatile and dependable, age 26, married, no bad habits, draft free, 7 years experience, desire to relocate Florida, Louisiana, Texas. $100.00 a week minimum, references. Box 345M, BROADCASTING.

Versatile announcer dj's. (2) one for fast dj, sports-news. One for relaxed show, copy, and production. Single, 24, 27. Success midwest 300,000 market. Box 351M, BROADCASTING.

Night or all-night showman. 27, single, Relaxed approach, no top-40. Box 354M, BROADCASTING.

11 years experience all phases radio and some tv. Married. Northwest states preferred. Box 357M, BROADCASTING.

Top rated jock; single, 5 years experience. Strong fast pace, desire to relocate. Box 361M, BRODCASTING.

Woman announcer. Listenable voice, excellent diction. Writer "pulling" copy, drama. Top sales. Equity, Aftra, SAG. Box 362M, BROADCASTING.

Announcer—Travel anywhere, young, ambitious, competent, veteran, tape, photo, resume available. Box 363M, BROADCASTING.

Announcer, experienced, excellent production, ambitious family man, sober, no floater. Good air salesman. Minimum salary required: $115. Box 366M, BROADCASTING.

Announcer, 1½ years experience. Pleasant voice, relaxed delivery. Very versatile, music, news, sports. Box 367M, BROADCASTING.

#2 Hooper-rated dj. Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 371M, BROADCASTING.

Girl announcer, writer. Have 1st ticket. Sales, traffic. Excellent references. Box 378M, BROADCASTING.

Announcer, 22 years old. Successful radio men run in family. Thoroughly brainwashed from hearing shop talk all my life. Only 6 months experience, but have learned much. Prefer "modern" or station I can help go "modern". Give me a chance to create. Box 383M. BROADCASTING.

Top flight announcer, light experience—wants job with station to 800 miles from New York. Need $65-70 start. Box 384M, BROADCASTING.

Deejay-engineer who can cut the mustard wants summer work. Student, former c.e., car, references. 515 North 11th La Crosse, Wisconsin.

California only—Announcer experienced in all phases radio, 1st phone; gather, write, air local news; sports play-by-play and color. No top 40 please. Personal interview required. Midnite to dawn preferred. Bill Collins, 3723 Lemon Avenue, Long Beach 7, California; phone GArfield 421-14.

Beginner announcer, will go anywhere. Available immediately, married, have no bad habits. Resume and character references available. Dale Cullen, Elkhorn, Wisconsin.

Announcer-personality dj, 4 years experience. Veteran desires position with progressive station. Excellent references, east preferred. Tom Hopkins, Box 632, Bernardsville, New Jersey.

Situations Wanted—(Cont'd)

Announcers

Job with medium station; year's experience. Operates board, news. Don Ryan, 809 Scott, Fort Frances, Ontario.

I want to work! Well-trained all phases programing and board work. Tape and resume on request! Bill Sheahan, 223 Range, Manistique, Michigan. Phone 195.

Experienced sportscaster, salesman, newscaster, 1st phone. Call: "Tremendous". Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Technical

Conscientious chief engineer. Experienced in installation, maintenance of transmitter, studio, remote control, and directional equipment. Box 263M, BROADCASTING.

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

Experienced engineer-announcer, license, degree, directionals, maintenance. Box 342M, BROADCASTING.

Maintenance engineer, ten years experience, part as chief, am, fm, da studio including recorders. Sober, go anywhere. Available June 15. Box 350M, BROADCASTING.

Dependable first phone, light announcing, maintenance. Some tv, desires permanent position in radio or tv. Non driver, now in California. Box 352M, BROADCASTING.

1st phone ticket, 2 years 30 minutes to 2 hours daily announcing and board. One year as assistant chief engineer 5 kw station. 10 years electronic background. Prefer mostly maintenance. Box 3o0M, BROADCASTING.

First phone studio remotes and transmitter. Experienced to 40 kw, broadcast and sw. Home San Francisco, relocate. Available July First. Box 381M, BROADCASTING.

Production-Programming, Others

Highly experienced radio/tv copywriter, (Mature, friendly, personable), for Arizona or Florida. Creative account executive or women's show narrator—specialize food, retail, real estate. National ad agency, department store experience. Box 249M, BROADCASTING.

Experienced program director. Hard or soft sell announcing, newscasting, copy and production. Seek new challenge. Married. Have Pulse — will travel. Box 274M, BROADCASTING.

Newsman. Successful director, editor, reporter. High rated newscaster. Now employed, major market. Adult radio only. Box 314M, BROADCASTING.

Fm radio. Single. 25, seeks stimulating job in production and writing. Prefer "Fine Arts" format. College degree. Have varied radio background including sales, copy, production, promotion and news. Box 337M, BROADCASTING.

3 years college, pre-law, graduate of radio tv school. Presently employed 5kw station copy and programming. Desire position in medium market for chance to expand. Box 340M, BROADCASTING.

11 years experience. Married. Looking for opportunity in northwest quarter of U.S. Box 358M, BROADCASTING.

Newsman. Presently employed 50,000 watt major market. Desire news directorship. Box 359M, BROADCASTING.

Newsman 15 years experience radio-television. Good ad-lib, on spot coverage capitol reporter. Net feeds. Box 373M, BROADCASTING.

Program director-announcer. Experienced. Available immediately. Possess successful formulae for building your rating and billing. Dependable, honest, married with family. Box 380M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program manager seeks permanent employment with small or medium size station. Sharp revenue ideas. Captivating programming for adult audience. Quality shows, promos, production. Married. 36. College. Raymond Damgen, 1972 Boardman-Poland Road, Poland, Ohio. Skyline 7-1446.

Where in the world can the industry use eleven years of programming-operations experience? I'm 36, married, family, college, honest, reliable, realistic and available. Phone or write: Charles Dennis, 1220 North Avenue, Waukegan, Illinois. Majestic 3-0427.

Saturated in present market; top free-lance announcer with own recording studio, will custom-make commercials that really sell! Offer restricted to beyond 150 mile radius because of local exclusives. Les Miller Enterprises, 1814 Lee Hall Street, San Antonio 1, Texas.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Florida vhf station needs a salesman, who can live on a starting income of $100 weekly; $65 salary, plus $35 draw against commissions. Accounts now on station will be given you and manager will train you; sell with you, and for your account, to, quickly build your volume. WJDM-TV, Panama City, Florida, Hugh Barclay, Manager.

Announcers

Tv experienced on-camera and booth announcer needed immediately. Send tape and photo to Station Manager, KTBS-TV, Channel 3, Shreveport, Louisiana.

Versatility is the key word for a mature, early morning man with news and farm background. Send resume, recent photo, and tape or sof to Bob Grossman, Program Manager, WXEX-TV, Petersburg, Virginia.

Technical

Expanding Michigan full-power vhf needs experienced tv engineers. Salary determined past experience, good living, working conditions. Box 288M, BROADCASTING.

Chief engineer for good location in southwest. Must be dependable, permanent and hard worker. Excellent opportunity for right man. Send full details including starting salary, to Box 301M, BROADCASTING.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Southwest. Box 302M, BROADCASTING.

Experienced studio engineer. Strong on maintenance of RCA and G.E. equipment. Send complete resume and salary requirements first letter. Box 376M, BROADCASTING.

Production-Programming, Others

Leading Michigan vhf expanding news operation. Looking for experienced newsman with good air presentation and writing ability. Send resume, picture and tape to WJRT, Flint, Michigan.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Desire general manager/program manager. Ten years television experience; last seven with same station, major market: Producer-director, 2½ years program manager. Many award-winning programs; strong public relations. University degree plus graduate television school. Married, 3 children. Active, community and church affairs. References. Box 346M, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Eleven years experience sales, advertising; radio, television production. Married, thirties, college. a producer. Good references. Resume. Dudley Rankin, 1720 S. Elk, Casper, Wyoming.

Announcers

Top announcer, on camera personality. 7 years experience. Presently freelancing Philadelphia. Desire solid position metropolitan market. Box 798K, BROADCASTING.

TV announcer-production man . . . seeks relocation due to hunger and growing pains. 3 years New England market—on-camera: commercials, cooking, teen-dance, kiddy shows. 24, BA, married. Photo—tape. Box 336M, BROADCASTING.

Technical

Chief engineer: 11 years tv experience, 9 years supervisory administration, maintenance, construction. Best references. Box 347M, BROADCASTING.

Experienced all phases of studio installation and operation. Seeking permanent position. 1st ticket. Box 353M, BROADCASTING.

TV chief looking for opportunity in good climate. Long experience in radio and television. Box 382M. BROADCASTING.

Production-Programming, Others

Director: Filming, announcing, production. 7 years experience. Top references. Family. Box 186M, BROADCASTING.

Six years experience in top ten market—director will go anywhere in U. S.—experienced in all phases of tv—$6000 per annum minimum. Box 312M, BROADCASTING.

Stage manager or production manager experienced in all phases of production desires to relocate. Box 317M, BROADCASTING.

Successful producer, over 8 years intensive experience local and network programs. Will relocate. Box 319M, BROADCASTING.

Production manager presently employed in one of the top 50 markets seeking position of program director Seven years experience. Box 332M, BROADCASTING.

Photographer: Tired of the routine news film? Try my work. 4-years experience—all phases. Now employed. Box 339M, BROADCASTING.

Creative producer-director. Three years experience in television. One year in radio. Excellent references from present employer. Box 356M, BROADCASTING.

FOR SALE

Equipment

Blaw Knox 150′ angle iron 38" base guyed tower built to carry 500′. Like New. Box 329M, BROADCASTING.

150′ guyed tower available August, $650.00 on ground. $400.00 you take down. Box 330M, BROADCASTING.

Complete 25 kw television transmitter. Channels 2 thru 6. Low price. Send for details. Box 349M, BROADCASTING.

1 kw used transmitter. Composite from G.E. Signal Corp. transmitter. Stable. Rugged. Excellent. $1000.00. Box 377M, BROADCASTING.

Approximately 100 feet 1⅞ used transmission line. Fair condition. Any offer over $50 fob San Francisco. KSFR, 10 Claude Lane, San Francisco.

Deluxe heavy duty RCA BTA 1-L 1 kw. AM transmitter. Excellent condition, reasonably priced. Write or phone D.B. Ekberg, WLOL, Minneapolis, Minn.

7000 mc, Motorola microwave. Has audio subcarrier and color modification—$4,900. Contact Chief Engineer, WTVD, Durham, N.C.

FOR SALE

Equipment—(Cont'd)

Portable Magnecordette model PT-6A. 250-ohm mike input. Case included. Good condition. $295. You pay freight. WWKY, Winchester, Ky.

Western Electric 1 kw xmitter now in full service going to 5 kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

Western Electric 1 kw fm transmitter in excellent condition. $1,250.00. Wayne Marcy, 4007 Bellaire Boulevard, Houston, Texas.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

Will buy—Financially responsible parties interested in am radio stations offered for sale. Qualified to make investment up to $500,000.00. Will consider stations located in large or small markets with view to growth potential. Reply in confidence to Box 199M, BROADCASTING.

Small station or cp. Single station market preferred. Will consider multiple market. Owners only, no brokers. Box 289M. BROADCASTING.

Responsible party with experience and knowhow wants to lease with option to purchase small station with reasonable potential. Box 290M, BROADCASTING.

Equipment etc.

Radio-frequency bridge 916 or similar, must be good usable condition. Box 224M, BROADCASTING.

Transmitter for stand-by to 500 watt 1290. Bob Sellmer, GM, Benson, Minn. KBMO.

Macklett 55-41 final tube for Western Electric 10 kw transmitter. Urgently needed. Call or wire 3639 8th St., Riverside, Calif. Tel: Overland 3-6200.

TV-fm-am transmitters. Cameras. audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave.. L.I.C., N.Y.

INSTRUCTION

F.C.C. first phone, preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Where is Dan Bell? We need him. Does anyone know? Box 385M. BROADCASTING.

Call letter items—Banners, lapel pins microphone plates, car plates bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Management

MANAGER WANTED

I want a man who can take over as manager of a 250 watt station in one of the top 75 markets, southeastern U.S. He must know how to run station efficiently and have good sales ability. If you can bring a good salesman with you, so much the better. Starting salary moderate, but I'll work out a percentage deal to bring up earnings with sales and profits. You will be your own boss in this position. Other benefits to right man. Send full particulars and phone number.

Box 386M, BROADCASTING

Sales

Promotions within our organization have created openings in both radio and television sales. This is an excellent opportunity for experienced salesmen to take over established accounts and develop new ones. New building and outstanding facilities. Write to Evans Nord, General Manager.

KELO-AM-TV
Sioux Falls, South Dakota

RADIO

Situations Wanted—Announcers

SPORTS IS MY BUSINESS

Chuck Neinas is my name, play-by-play the strong suit. For the past four years I've done Wisconsin football and basketball on a state-wide network. Veteran, college grad, 27, television experience, capable of staff or news work. Presently employed, I'm looking for an opportunity to do more year-round sports programming. Top references. Call me at Alpine 7-2261 or write 2501 Fremont, Madison, Wisconsin.

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FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output
PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output
PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking
Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
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NEW YORK 36, N. Y.

MISCELLANEOUS

ATTENTION D.J.'S & P.D.'S
COMEDY MATERIAL
Timely — Topical — Bi-monthly service
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you can't beat a classified ad in getting top-flight personnel

STATIONS

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Truth-or-Consequences
New Mexico
Last time being offered. This ad will not appear again. Price $24,000.00. Write us at Box 351, Truth or Consequences, N.M.

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.
New England—$60,000; $200,000; $250,000; $500,000; Florida—$38,000; $85,000; $200,000; Pennsylvania—$100,000; $158,000; Texas—$200,000; $400,000; North Carolina—$38,000; $70,000; $135,000; Alabama—$225,000; Colorado—$175,000; Utah—$350,000; West Viriginia—$60,000. PLEASE WRITE.

Vt.	Single	1kw-D	50M	cash
Ala.	Single	1kw-D	33M	terms
Va.	Single	1kw-D	80M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Mich.	Small	250w	135M	cash
W.Va.	Small	250w-F	30M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w-D	78M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

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Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 98

ported to SEC between April 11 and May 10, involve common stock unless indicated otherwise.

Admiral Corp.—John F. Gilbarte purchased 900 shares giving him total of 2,700.

Ampex Corp.—Richard J. Elkus acquired 250 shares for total ownership of 2,750; Murray Innes Jr. sold 1,000 shares leaving him with 5,000 owned individually and 1,667 held in trust.

Crowell-Collier—David R. Cunnison purchased 200 shares giving him 307; Lannan Bros. (J. Patrick Lannan) bought 15,000 shares for 30,000 total and Lannan family purchased 6,000 shares; Mr. Lannan individually holds 4,000 shares.

Emerson Electric—Henry C. Miller bought 1,445 shares giving him 3,378.

Filmways Inc.—Martin Ransohoff sold 12,900 shares leaving him with 115,900 individually while his children own 11,200 shares.

General Electric—Jack S. Parker purchased 640 shares giving him 1,822; John W. Belanger sold 1,440 shares leaving him with 14,048.

Loew's Inc.—Ellsworth C. Alvord purchased 1,000 shares, his first stock held individually in firm (600 shares in holding company); George Killion acquired 2,000 shares giving him 9,500.

National Telefilm Assoc.—Eric H. Haight and Oliver A. Unger exchanged 10,000 and 40,125 NTA shares, respectively, for securities of National Theatres Inc.; Mr. Unger also purchased an additional 20,000 NTA shares.

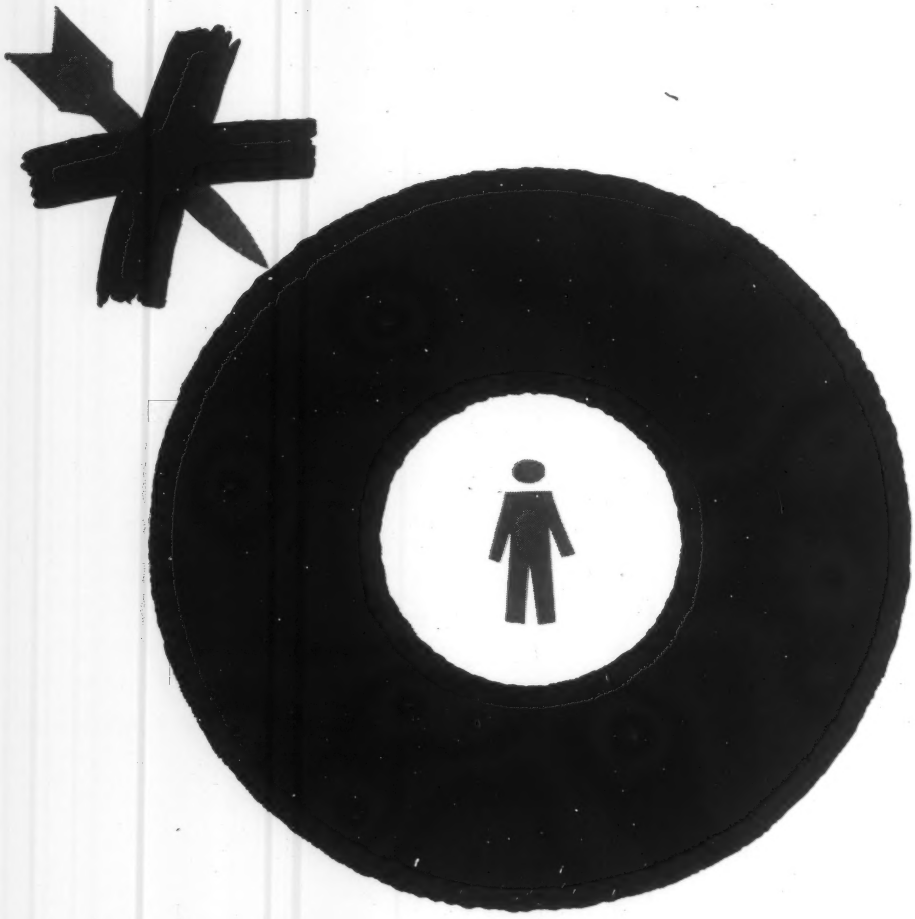
Radio Corp. of America—Elmer W. Engestrom purchased 500 shares giving him 2,093.

TelePrompTer—Walter Craig sold 1,900 shares leaving him with 13,225.

Twentieth Century-Fox—S. Charles Einfeld purchased 5,000 shares giving him 5,485; Robert Lehman sold 6,200 shares leaving him with 17,400.

Warner Bros.—Albert Warner and Jack L. Warner sold 6,500 and 7,000 shares, respectively, at $20 per share pursuant to April 1956 option; Jack Warner also purchased 1,632 shares, leaving him with 23,743, plus 1,400 held in trust. Albert Warner now holds no stock individually and 2,700 in trust.

Westinghouse—W. O. Lippman purchased 200 shares giving him 1,421; L. B. McCully sold 1,000 shares, leaving him with 1,800; Harry E. Seim sold 1,000 shares leaving him with 1,968; Fergus M. Sloan decreased his holdings to 601 shares by disposing of 400.



ELECTRONIC LIFE PRESERVERS FOR THE MISSILE AGE

They're known as countermeasures.

To you, they could represent the difference between life and death.

Their job: to make missiles miss.

Active countermeasures may jam the radar which guides a missile. Or blind its electronic eyes. Or deflect it from its course. Or help seek it out and destroy it—miles from its target.

They Cannot Wait

If an attack ever comes, there are only minutes in which to act.

ITT is one of the companies holding the stop watch.

More than 15 years ago, in fact, the Department of Defense anticipated missile warfare and assigned the ITT System to the development of countermeasures.

Since then, many have been perfected. Others are now being tested. Still others are being rushed to completion. Some are active countermeasures. Others are passive countermeasures, which record hostile electronic activities.

Hundreds of ITT scientists and technicians, specialists in fields such as physics, astronautics, electronics, chemistry and metallurgy, are devoting their energies to the job.

At their disposal are the facilities of 101 growing research and manufacturing plants.

Many Other Big Jobs

Countermeasure development is one of the many areas in which ITT is engaged for the defense of the United States.

Guiding, controlling and testing missiles—to defend, to retaliate—is another vital area of activity. Still another is the creation of a split-second global communications system for the Strategic Air Command. And the development of earth satellites is another.

The all-important job of operating and maintaining the DEW Line, our Distant Early Warning radar network in the Arctic, is also an ITT assignment.

Countermeasures Come First

The potentiality of missile warfare is a fact we must face squarely, realistically and *quickly*. Countermeasures must be on call. ITT will help to get them there in time.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise with 101 research and manufacturing units, 14 operating companies and 130,000 employees.

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ITT COMMUNICATION SYSTEMS, INC. • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

OUR RESPECTS TO . . .

Samuel Jordan Slate

Ever hear of a Britisher with a Southern drawl? Sam J. Slate, general manager of WCBS New York, still chuckles today as he recounts the story.

Mr. Slate, who left his native Georgia 26 years ago for New York but held on to his Southern accent, was program director for the BBC after World War II and often toured Britain. On a train journey in Scotland one day a native struck up conversation and noted Mr. Slate's distinctive accent. After talking for some time, his travelling companion finally asked if the BBC man were perhaps from India. Mr. Slate replied: "No." On several other occasions during their chat, he asked politely if Mr. Slate were from other parts of the Commonwealth with which he was unfamiliar—perhaps Australia or South Africa? Mr. Slate smiled and shook his head.

Finally the nonplussed Scotchman blurted out: "Do you happen to come from southern England?"

His associates believe the anecdote epitomizes Mr. Slate's quiet sense of humor and characteristic self-effacement. Mr. Slate is a large, easy-going man with a florid complexion, who can talk fluently and knowledgeably about a host of subjects, but he appears reticent to grab the spotlight. Some of his colleagues at CBS accordingly pay him this accolade: "Sam isn't a talker; he's a doer in a business that is full of so many people that blow their own horns. He's a real professional."

Emphasis on the Creative • Mr. Slate assumed the post of general manager of WCBS in April 1957, capping a career that has accentuated the creative end of radio. He always was interested in writing and even today calls himself "a frustrated playwright."

Samuel Jordan Slate was born in Columbus, Ga., July 27, 1909, and set his immediate sights on a career as a newspaperman. While attending the U. of Georgia, he served as a correspondent for United Press and the *Columbus Enquirer Sun*. Mr. Slate earned his B.A. in journalism in 1929 and then spent four years with UP in Atlanta, New Orleans and Montgomery, Ala.

In 1933, eager to broaden his experience, Sam Slate journeyed to New York and joined the newly-organized Columbia News Service, which supplied news to the CBS network. He remained with CBS until 1935 when he began a new phase of his career: writing documentaries and serving as a publicity-merchandising director.

Industry Experience • For several years before World War II, he was writer-producer of the National Assn. of Manufacturers' *Defense for America* network radio series, which told the story of industry's conversion to war production, and *This Nation at War* series. From 1937-40, he was publicity director for Phillips H. Lord Inc., handling promotion and merchandising for *We, The People, Seth Parker, Mr. District Attorney* and *Gangbusters*.

From 1942-45, Mr. Slate served with the U.S. Maritime Service as first lieutenant (senior grade) in the Third Naval District. As a radio public relations officer, he created, wrote and directed documentary and musical shows dealing with the merchant marine. In 1945, he began what he describes as "a most rewarding period of my life" when he joined the BBC as program director. He remained with the BBC for six years, writing-producing-directing a wide variety of programs designed to explain the U.S. to Britain and vice versa.

He confesses that he left BBC reluctantly, but the move was dictated by the need to improve his financial position. He was offered—and accepted—the post of WCBS program director in 1951 and fortunately, the station's programming approach coincided with Mr. Slate's philosophy.

Personalities on Parade • WCBS for many years has stressed live musical personalities, public service programming and news. Mr. Slate is credited with having placed even heavier emphasis in these areas during his tenure as program director and was responsible for engaging such stars as Martha Wright, Jim Lowe and Lanny Ross and for expanding the station's public service programming.

WCBS RADIO'S SAM SLATE
Puts emphasis on the creative

It was not altogether surprising that Mr. Slate was named general manager of WCBS in 1957 when Carl S. Ward shifted to CBS-TV, although creative personnel often are not selected for administrative posts at major stations. In Mr. Slate's favor was the importance of programming in WCBS' operational plans and the growing respect his superiors and colleagues had acquired for his executive ability.

Meeting the Challenge • Mr. Slate, who maintains his interest in the station's programming, was put to a stern test last fall when CBS Radio cut back the amount of programming it provides to its affiliates with the institution of the Program Consolidation Plan. WCBS met the challenge of 30 additional hours of programming per week by extending the popular morning program featuring Jack Sterling and adding such personalities as Emily Kimbrough, Louis Nye, Johnny Ray, Johnny Desmond, Westbrook Van Voorhies, Portia Nelson and Lee Jordan. As an old newspaperman, Mr. Slate exerted considerable influence in the station's recent decision to build up a corps of about 15 news staffers to supplement CBS Radio's news operation.

Mr. Slate is optimistic about WCBS business in 1959. He offers this information about station activity: "The best year in a long time was 1957. We had a good year in 1958 but it was behind '57. I think 1959 will be the best year since I've been here."

In 1939, Mr. Slate married the former Ella Phillips of Roanoke, Va. They live in Manhattan with their daughter, Sally, 16. He is first vice president of the Radio & Television Executives Society and a member of the Players Club, the Dutch Treat Club and Sigma Delta Chi in New York. Mr. Slate is active in community affairs and is on the executive board of the Manhattan Council, Boy Scouts of America and of the New York Safety Council, and is radio advisor to the Light House (New York Assn. for the Blind).

He's an enthusiastic fisherman ("I'll go anywhere to fish") and collects cookbooks ("I know how to use them, too"). His one frustration?

"I want to write that play. But I can't find time."

EDITORIALS

Wise move

IT took 55 years for Madison Ave. to recognize the importance of Pennsylvania Ave. The Advertising Federation of America will establish a full-time staff and office in the Nation's Capital not later than September, with its headquarters to be moved from New York during the following year.

Broadcasters made the move 30 years ago when the NAB was reorganized and transferred from New York. This journal, from its start more than 27 years ago, has headquartered in Washington.

Whatever the sweet talk, the real reason for the move is the realization that a lobbying job needs to be done. Rep. Bob Wilson, of California, himself an agency owner, called the shot several months ago, in citing legislative threats to advertising.

Those of us headquartered in Washington for years have been aware of bureaucratic antipathy toward advertising. During both Republican and Democratic administrations, there have always been those of the intelligentsia who regard advertising as an economic waste, and who would have industry run strictly on a grade-labelling basis.

Broadcasters can be pardoned if they nod approval of this move by their contemporaries representing advertisers, agencies and other media. It is because the AFA parallel with their own plight is so striking, and because broadcasters have been on the front line from the start with practically no allies.

We welcome AFA to the Washington scene. And we predict other trade associations identified with advertising soon will find that Washington headquarters are in their futures.

FCC's tumultuous 25

THIS Friday, June 19, will be the Silver Anniversary of the FCC. On that day 25 years ago the Communications Act became law.

There was regulation of radio prior to 1934, but it was temporary. The FCC took over on July 11, 1934, from the Federal Radio Commission, created in 1927 as an interim body. The FRC was to "bring order out of chaos" in the broadcast band, which at that stage accommodated am radio only, after which the regulatory function was to return to the Radio Divison of the Dept. of Commerce.

But that was never to be. Radio grew like Topsy. So did other modes of communication then known to the art. So Congress created the FCC as a permanent agency to administer all non-government communications. The FCC's function in broadcasting was to make orderly allocations and to curb electrical interference. References to "programming" appeared in the Act only negatively, i.e., to bar program censorship, and to make illegal lotteries or use of obscene, profane or indecent language. (The last two provisions subsequently were transferred to the Criminal Code.)

All 25 years of the FCC's existence have been no less tumultuous than they are today. It took the politicians a while to recognize the importance of radio but once they did, there was no stopping them.

One public figure who did not underestimate the potency of radio was President Franklin D. Roosevelt. In appointing the late Anning S. Prall, of New York, to the first regular chairmanship of the FCC, he told him the job was the second most important in Washington—second only to the Presidency.

That somewhat exaggerated observation demonstrated FDR's affinity for radio as a means of reaching the people and of overriding a hostile press. In those days an estimated 80% of the nation's newspaper circulation was opposed to FDR. Yet he broke precedent by being elected to four successive terms through adroit use of the radio "fireside chat."

The last quarter century has seen an almost unbroken series of crises for broadcasting. There were battles in am broadcasting as bitter as those that later were encountered in television. Fm had to fight for survival, and even after it found its haven, channels went begging because of the rapid post-war emergence of tv. Only in the past year has fm begun to recover.

There were several fights-to-the-finish for television standards before the FCC settled the compatible versus incompatible color issue in 1953. Only during the World War II years, with the tight freeze on critical equipment, was there a hiatus, and even then there were problems of keeping stations operating with second-hand parts and tubes to maintain morale on the home front.

When the FCC opened its doors in 1934, there was practically no legal precedent. Every court decision plowed new legal ground. The FCC, with bright young New Dealers calling the legal shots, was led more and more into the forbidden area of program control—censorship we called it. Then came the Supreme Court decision in the chain-monopoly case in 1941, wherein Justice Frankfurter held that the FCC was not only the traffic cop, but was charged with responsibility over the "composition" of the traffic. This was eagerly construed by the New Dealers as giving the FCC the authority to take a look at programs to ascertain whether stations were satisfying the Congressional mandate of serving the public interest, convenience and necessity.

It lead to the infamous Bluebook of 1946, wherein the FCC tried back-door censorship. It is largely the basis for the FCC's current foray into programming regulation through the refusal to renew licenses of seven stations in Atlanta on the ground of program "imbalance." It is this case that can provide the test, to settle once and for all the FCC's program jurisdiction.

We could go on and on. But an important anniversary is no time for recrimination. It is true that, despite all the travail, the United States from the start has led the world in broadcasting. It is a tribute to the American system of free, competitive enterprise.

So to the present seven members of the FCC, their 25 predecessors, living and gone, and to the staff, present and past, we extend Silver Anniversary felicitations.

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and share the news

"Must tell Betty about Dinah Shore."
"Wonder how Sue likes her new antenna?"
"Aunt Mary would love Wagon Train."
"The Smiths must think we've forgotten Groucho."
"I should ask Frances about 'Price is Right.'"

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